

WEATHER

Partial clearing during the afternoon with highest 45 to 50 degrees. Fair and cool tonight with lowest 30 to 35 degrees. Tomorrow mostly sunny becoming mostly milder with highest 50 to 55 degrees.

The Levittown Times

THE Daily Newspaper of Lower Bucks County

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Member A. B. C.

LEVITTOWN, PA., WEDNESDAY EVENING, MARCH 20, 1957

26 Pages

Price, Five Cents

Lower Bucks Road Project Is Under Way

(Second In A Series.)

By GORDON PARKER
Courier and Times
Staff Reporter

Bulldozers have already started to clear the way for Lower Bucks County motorists as part of the State's \$2,000,000 program to give the area an up-to-date highway network.

S. Curtis Weikert, acting chief district engineer, called the reconstruction program "unusually heavy." He admitted that the roads in the area were in poor shape because of "peculiar conditions."

These are listed as soil conditions which make road maintenance difficult and create unusually heavy increase in traffic.

Crews of Kauffman Brothers construction company are now working on the project to widen Oxford Valley Road at Route 1.

This job will cost \$86,000 and is expected to be finished by mid-summer.

It is a good beginning. Oxford Valley road is one of the main entrances from Route 1 to both Fairless Hills and Levittown.

For years both communities have been hidden behind this narrow, pitted road.

When the project is finished the road will run four lanes from Route 1, across Newville road, where it changes its name to the Levittown Parkway, and then down to Route 13.

But this is just the start of what will be the biggest road rebuilding program in this area.

In about two weeks other crews of the Saba Construction Company will start tearing up the antiquated surface of Trenton road between Fairless Hills and Route 413—a distance of one-and-a-half miles.

This job will cost \$266,000 and probably won't be completed until late fall or winter.

This will tie in with the stretch completed in 1954 and afford a smooth ride from Route 413 to Fallsington.

As in all the other planned road projects, Trenton road will be widened to 24 feet—two full lanes—as compared to the present width of about 16 feet.

Probably the next project to start would be Bath Road. (Continued on Page 15, Col. 4)

Pickets Raise Possibility Of Half Sessions

Levittown School Must Be Ready By September

Bristol Township elementary school children may be forced into half sessions next year if picketing of construction on the 28-room James Buchanan school continues, school officials said today.

Representatives of the Philadelphia Building Trades Council have been picketing the job on Haines Road, Levittown, over four weeks.

They charge the contractor is not paying "prevailing wages."

This, the union claims, is required by law. As a result of the picketing, union men on the job have refused to work.

Henry Decker, administrative assistant, said the school was scheduled to open this September.

"If the building is not ready as scheduled, we will have to find room for the 900 pupils assigned to it in the other buildings. This may force other schools on part time.

"The situation is very critical right now. If it keeps up, it will affect the whole school system," Decker commented.

Decker pointed out the school code stipulates workers on any school construction work must be paid the prevailing rate of "organized labor."

However, the law authorizing creation of school building authorities has no such stipulation. Actually, the Bristol Township School Authority is building the school.

The question hinges on whether provisions of the school code applies to this case.

Robert Micklewright, of Micklewright and Mountford, architects of the school, reported the general contractor claims his wages are higher than those paid men working on Levittown houses.

However, Micklewright said, this does not necessarily mean they meet the union scale.

He said his firm is preparing a report of the situation for the school authority. Any official action, he said, must come from the school authority or the from the school authority or school board.

Decker said that although some men have walked off the job, non-union men have continued working. These include bricklayers, carpenters, and laborers.

But Decker said they will soon be forced to stop work to wait for installation of plumbing and (Continued on Page 3, Col. 6)

slowly but become more like spring by tomorrow.

Unseasonable

Early risers were dampened by a cutting rain that felt more like the first winter day than a spring day.

In some spots, the rain was reported as snow with light flurries melting as they hit the ground.

The official spring opening means the sun is directly over the equator. Night and day are supposed to be divided equally on this day. The condition is repeated again the first day of fall.

Clearing Expected

A gradual clearing trend was expected to set in by late afternoon, leaving behind clear skies for tonight but temperatures unlike spring marked in the shivery 30's.

The Weather Bureau at Trenton said tomorrow will be closer to what is figured as a typical spring day. The sky will be clear and the mercury will hover in the 50's.

Yesterday's high for winter's last gasp was 40 degrees at 1 p.m. with this morning's low hitting 34 at 6 a.m.

The weatherman said temperatures would stay close to the average normal of 43 degrees the rest of the week.

Flowers should really begin the big blooming season towards the weekend, when the mercury is expected to jump near 70.

Manor Official Is Removed

Philip Waters, Bristol Borough Democratic leader, has been removed as superintendent of Pennsbury Manor and may be succeeded by a curator, the Pennsylvania Historical and Museum Commission disclosed today.

Dr. Sylvester K. Stevens, executive director of the Commission, said Mr. Waters was dismissed from the \$5000-a-year post at the historic shrine effective February 15 because he was holding another full-time job at the same time, which is inconsistent with the policy of Governor George M. Leader.

Acting superintendent is Floyd Platt, of Morrisville, who has been in charge of landscaping on the grounds.

Dr. Stevens said the Commission hopes to hire a curator, a person preferably of Quaker background, well versed in the historic aspect of William Penn's home, who could interpret its importance to the public. The position would pay about \$6000 a year.

Well sir, here's a probe that's creating nearly as much excitement as Senator Kefauver's famous crime-busting inquiry. And we're an idea it will serve even a more useful and enduring purpose.

City Ed. Sandy Oppenheimer carried on well with these paragraphs while we were carrying on elsewhere and perhaps just as well we continued carrying.

A doctor says golf gives a person plenty of exercise. More than that, the way some play it.

Money isn't everything. There are other important items—stocks, bonds, letters of credit, drafts, traveler's checks ...

Good Evening!

Spring, tra la! Where?

Today gives truth to the idea that the first day of spring and the first spring day are not always the same. Even snow flurries riding on the robust breezes.

Anyhow, miserable winter done — officially. And nobody will question that it was about the gloomiest in the memory of man.

And if there's any doubt anywhere about early advent of gentler skies, glimpse the weeping willows.

Still much doubt about that explosive Middle East situation as Israel calls Nasser's bluff in Aqaba gulf and warns her armies will march again if there is interference.

You know, if the proper pressures aren't exerted in the proper places by the proper people—specifically, the U.N. and the U.S.—that Mideast powder keg could blow itself all over the place.

Senate Investigators discover that a \$160,000 Teamsters' Union fund was spent for purposes a high official couldn't explain.

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Spring it is—there's the sun!

Teenagers Like Cars, Clothes

Extra Jobs Provide Extra Money



One of the big items in the teenage budget is the upkeep of the record player. Checking the latest in the record field are Levittown youngsters Helene Silber, (left) and Jo Ann Badner.

By MAURY ALLEN
Courier and Times
Staff Reporter

The old-fashioned allowance seems to be going the way of the flapper dress, the five-cent cigar, and the model T Ford.

Results of a random survey by the Courier and Times on the financial needs and deeds of the younger set reveal these pertinent facts:

Lower Bucks boys are bitten by the automobile bug.

Area girls spend most of their money on clothes.

And mom holds the purse



Two Morrisville youngsters share the final polishing of the car before taking off on a neighborhood spin. From left, Butch Davis, 762 Hillcrest Avenue, and Tom Bigley, 423 Delmore Avenue.

By MAURY ALLEN
Courier and Times
Staff Reporter

strings of the family and is a soft touch for the teenagers.

Teenagers report they receive an allowance but it's rarely a fixed figure.

The allowance is subject to special "extras" and most kids report they hit more for the few special dollars because she's an easier touch than Dad.

And because the cost of running a car is more than buying some extra clothes, the boys usually spend more than the girls.

Boys average about \$5 a week from parents and pick up anywhere from \$5 to \$15 another day one of the other kids will drive.

By MAURY ALLEN
Courier and Times
Staff Reporter

"If we are going anywhere far off, we chip in about a quarter each and buy a couple of gallons of gas."

A Bristol senior said he receives \$8 a week in allowance but can usually manage a few more dollars near the weekend from Mom if he needs it.

By MAURY ALLEN
Courier and Times
Staff Reporter

"Frozen Funds"

He says he does a few jobs around the house to earn it and helps out in his father's garage, but most of the time it's just a "donation."

By MAURY ALLEN
Courier and Times
Staff Reporter

"We change off every day. One day I take my car and

(Continued on Page 3, Col. 3)

'Beck's Goose Cooked,' Hoffa Tells Grand Jury

Kaiser Signs Pact To Make Cabinet Line

Work Also Starts On RCA Whirlpool Kitchen Sinks

Kaiser Metal Products, Inc., Bristol, has signed a contract to supply a complete line of steel kitchen cabinets and porcelain enameled steel sinks to Whirlpool Seeger Corporation.

KMP Vice President and General Manager S. D. Hackley announced this week that production is under way on a wide range of styles and sizes of cabinets for the St. Joseph, Michigan, firm. Deliveries will begin shortly to 80 RCA Whirlpool distributors throughout the country.

The cabinets will be marketed along with other appliances manufactured by Whirlpool under the trade name "RCA Whirlpool."

Advanced Designs

Included in the line being built for Whirlpool-Seeger, according to Mr. Hackley, are a number of advanced designs in kitchen cabinets. These include several new types of base cabinets for sink fronts, ranges and tray storage, ventilator cabinets which will accommodate range venting, peninsula cabinets with doors on both sides, oven cabinets for gas, electric and electronic ovens, and other innovations.

RCA Whirlpool cabinets will be marketed in two lines, Custom (Continued on Page 3, Col. 3)

Room For Agreement



British naval personnel stand guard over the conference room in the Mid-Ocean Club of Bermuda, where President Eisenhower will meet with British Prime Minister Macmillan in a series of talks starting tomorrow.

Macmillan, Ike Ready For Talk

TUCKER'S TOWN, Bermuda plane from London by way of Gander, Newfoundland.

Wet, windy weather which had covered this semi-tropical vacation region for the past few days turned clear and fine early this morning, with cloudless skies and balmy temperatures.

The poor weather earlier had threatened to wash out elaborate welcoming ceremonies planned for Macmillan's arrival. It led British Colonial Secretary J. W. Sykes to make alternate plans for receiving Macmillan and Mr. Eisenhower on their arrival here for talks aimed at firming up the strained Anglo-American alliance.

Mr. Sykes said he would hold off until two hours before Mr. Eisenhower's scheduled arrival this afternoon a decision on whether to (Continued on Page 3, Col. 2)

Unions Blamed For Inflation By U.S. Steel

Annual Report Has Direct Attack At Annual Pay Hikes

NEW YORK (UP)—The United States Steel Corp. today blamed the vast power of industry-wide labor unions" for making inflation "a permanent feature of American life."

The world's biggest steel company said in its annual report that unions force "annual increases in employment costs far beyond increases in productivity, automatically compelling inflation."

U. S. Steel said it had faced "unrelenting cost inflation" for the past 20 years. This trend, the report said, resulted in the cost per employee hour in 1956 being 3½ times that of 1940. At the same time, the report said, steel prices averaged less than 2½ times the 1940 level.

The unions force "annual increases in employment costs far beyond increases in productivity ... automatically compelling inflation." Employment costs, it stated, constitute "directly or indirectly, the vast bulk of all costs."

"Big Steel" said last summer's steel strike was settled under a three-year agreement with the steelworkers' union under which employment costs will increase 7.6 per cent in the first year and 5 per cent each in the second and third years.

The report said as a result of rising wage costs management is confronted with a serious problem of finding additional dollars to finance the costs of doing business.

It said "part of the cost increase has had to be passed on to customers in higher prices."

The grand jury indicted Miami attorney Hyman L. Fischbach, (Continued on Page 3, Col. 7)

Gets Opinion From Look At Documents

Teamster Union
Heir Apparent
Is Indicted

WASHINGTON—(UP)—Teamster President Dave Beck's heir apparent said, according to a federal grand jury, that Senate investigators may already have "cooked Beck's goose."

Beck, head of the nation's biggest union, had until midafternoon today to decide whether to surrender his personal financial records to the Senate Rackets Committee or be slapped with a quick subpoena. He conferred with his attorneys in Seattle, Wash., yesterday on what move to make.</

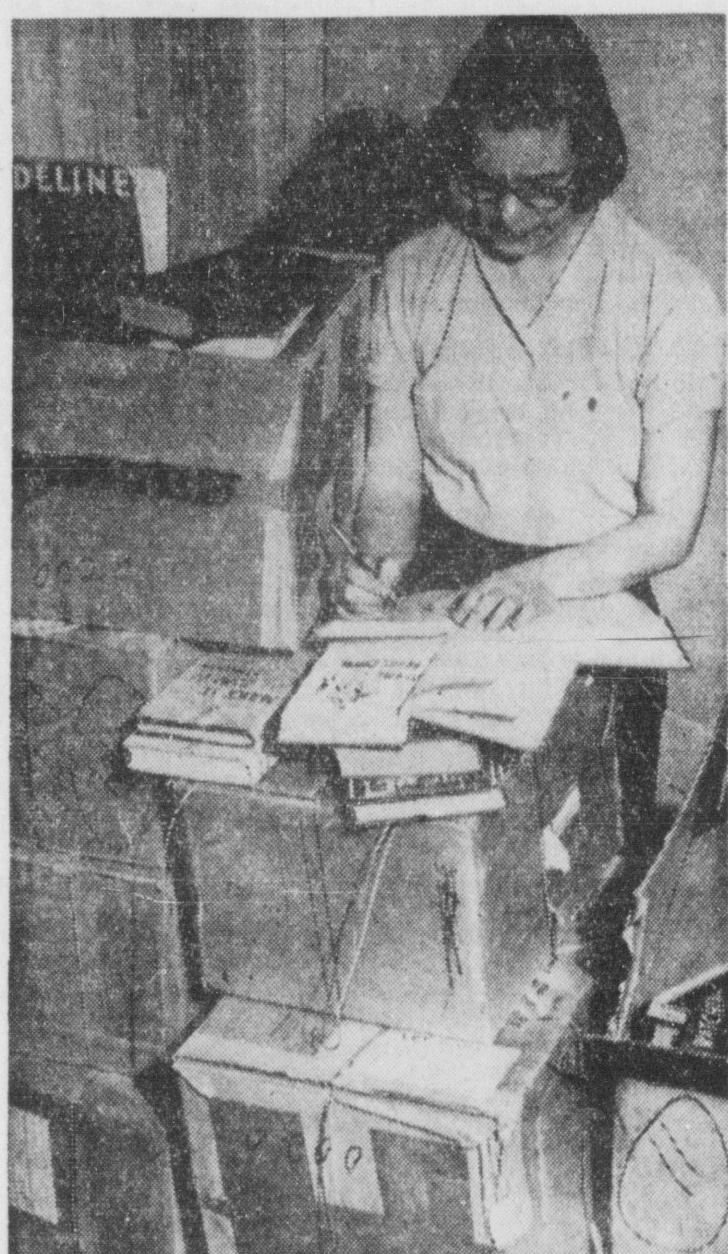
The Levittown Times

THE Daily Newspaper of Lower Bucks County

Wednesday Evening, March 20, 1957

Second Front Page

Bookkeeper



(Photo by Jack Rosen)
Mrs. Wentworth Kneller of 5 Glenwood Lane is shown in her recently "redecorated" living room. She'd like to see it back to normal!

Filled Room Shows Need For Library

If you were to ask Mrs. Harriet Kneller, volunteer librarian for the Levittown Public Library, whether Levittown needs a new library, she probably would not answer in words.

A far more effective reply would be to invite you into the living room of her charming home at 5 Glenwood Lane.

Box After Box

For many weeks now, she and her husband, Wentworth, have been stepping over, around and on, box after box of books.

Falls Twp. Has 2 Collisions

Falls Township police investigated two rear-end collisions yesterday.

In the first, Norman Carr, Morrisville was charged with reckless driving for hitting the rear end of a car driven by Shirley Powell, 27 Cobalt Cross Road, Levittown.

Officers Frank Gibson and Hugh McCue said the Morrisville man was unable to stop his car as the Levittown woman was waiting to make a turn.

At 5:15 p.m. a three car trip resulted as a Fallsington man struck a car in front of him.

Officers Richard Chalifoux and Wallace McCamish said George Roberts would be charged with reckless driving after his car struck a car driven by Donald Nolan, 210 Allendale Drive, Falls Park.

Nolan's car was then forced into the car of Fred Backes, 2 Victoria Lane, Levittown.

No injuries were reported in any of the accidents.

Death Notices

GROVE — On March 18, 1957, Farry F. of 49 Nature Lane, Levittown, died in Lower Bucks County Hospital. Is survived by widow Sophie Hiller Grove, 2 daughters, Mrs. Francis M. Hall, Haddon Square, N. J., Miss Roy Kers, Levittown, Pa., 3 sons: Russell A., Cambridge, Ohio, Kenneth E., Levittown, Pa., and M. Snyder told newsmen aboard the Canberra Tuesday the trip had helped the President throw off many effects of his lingering winter cold but that he still has a cough although it is diminishing daily.

The meeting, designed to heal the bruises received by the Anglo-American alliance following as a result of the Anglo-French invasion of Egypt last fall, starts tomorrow morning at the plush Mid-Ocean Club.

It is expected to end Saturday evening. An official communiqué probably will be issued Saturday night or Sunday morning.

There were signs that Britain intends to take the initiative in the talks generally and to mount a diplomatic drive to establish

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Americans Pile Up \$31 Billion Debt

WASHINGTON (UP) — Americans record debt today have piled up an installment plan debt of \$31 billion — the biggest personal debt in history.

A presidential study released last night said the primary reason that Americans are paying off a record debt is their habit of buying automobiles on time.

The report said installment buying has boomed in the fast 30 years. It said in the early 1920's Americans owed only about \$1 billion for installment purchases.

The findings were included in a massive report by the Federal

Slate Opposed By Morlando

Douglas D. Morlando, a member of the Republican County executive committee, today denied reports that he was supporting the organization slate of candidates for Bristol Township offices.

A release from the township Republican committee last week said Morlando approved the slate backed by the group. Morlando today said the statement was "completely erroneous and had been made without consulting me."

He added that when the organization slate was drawn up he was in the hospital.

In fact, Morlando said, he is supporting the slate of the Modern Republicans, in opposition to the organization ticket.

He was joined by William Futco, another member of the county executive committee, and Jacob H. Haebler.

Haebler who earlier announced he would seek the party nomination as tax collector today said he was supporting James D. McMenamin for the post. McMenamin is running on the Modern Republican ticket.

Fuoco said he had conferred with leaders of the Modern Republican move and was convinced they have "some excellent plans for improving the party in the township."

Things Lousy In Lilliput

RENO, Nev. (UP) — The Midgets of America ran into big trouble today in struggling to hold their first annual convention.

"Things are lousy in Lilliput," said 4-foot midget organizer Billy Barty.

Midgets have never gotten together before. The Elks and Shriners and automobile dealers have conventions. Even the cotton-pickin' cotton pickers get together and match boll weevils. But how do they it? There are so many problems and they're so big."

The Midgets of America have scheduled their convention for the Riverside Hotel here on April 3-4. Nearly 100 have sent in their applications to attend.

Barty listed some of his big troubles:

"The printer lost his tiny 'Midgets of America' stationery. This delayed the answers to the prospective delegates,

"The Civil Aeronautics Board has so far failed to answer the midgets' demand for 'half fare or ride free on big people's laps to Reno."

Loaded! — Two Ways

PENSACOLA, Fla. (UP) — Pensacola police arrested a man on a public drunk charge in a bar last Tuesday and were amazed when they searched him and found he had \$11,200 in cash in his pocket. V. Allen Williams, a fish market operator, had no trouble posting bond on the charge, police said.

**Three Killed
In N. J. Blast**

LINDEN, N.J. (UP) — Three men were killed and seven injured today when an explosion destroyed a three-story building at the Merck and Co. pharmaceutical plant.

The victims were Walter Green of Rahway, and Edward Minch and Edward Sendrowski, of Linden. All were inside the plant when the blast occurred in a 500-gallon still.

One of the injured, Leo Zitch of Rahway, was taken to Rahway Hospital. The other six were treated at the plant dispensary.

Cause of the explosion was unknown but a company spokesman said it appeared to have been an "unexplained chemical reaction."

He said a three-man crew had been working on the ground floor of the building when the blast went off.

The dead were identified tentatively as Walter Green of Rahway, and Edward Minch and Edward Sendrowski of Linden. All were inside the plant when the blast occurred in a 500-gallon still.

Spring Song



Miss Joan Wilcox accompanies the young girls at Penn Valley School, Levittown in rehearsal for the annual Spring Music Festival. The girls (from left) Gail Ellis, Margaret Bennett and Georgia Unger combine their voices with that of Bobby Harris in a quartet. This year's festival "Musical Dream" will be held Friday at 8 p.m.

Morrisville • Yardley • Makefield

Lower Makefield, Yardley Board Sets Rec Plans

The Lower Makefield-Yardley Recreation Board is pushing plans for the group's summer recreation program.

Officers were elected for the year at the group's meeting last week and the program will swing into action in a very short while, a recreation spokesman said.

President

Newly elected president of the group is A. A. Van Wagenen, 1212 Evergreen Road, Morrisville. Other officers include Richard White, vice president; Fred Koenig, secretary; and Thomas Eversil, treasurer.

Committee chairmen also were selected at the meeting. The chairmen are Mrs. Conrad Baldwin, program and public relations; Thomas Culp, personnel; Andrew Keefe, finance; W. B. Churchill, property and Alex Kaly, planning.

Recreation Director

Earl Murphy, Westover Road, Morrisville, has been appointed as director of the summer recreation program.

The program chairman, Mrs. Baldwin, 1703 Westover Road, announced that special class teachers and volunteers are

Yardley Demo Slate Named

The annual report of the Delaware River Port Authority cited statistics of the Burlington County Bridge Commission to show that 41,259 vehicles crossed between Bristol and Burlington in 1956, 3,847,665 in 1955.

Toll collections were greatly reduced, however, because on September 14, 1955 the toll for passenger cars was dropped from 25 to five cents. Leo A. Schaeffer, general manager of the Burlington County Bridge Commission, said the nickels provide only for the maintenance of the bridge. The toll was cut when the bonds that financed the bridge matured.

Last year the toll collections totaled \$277,380. In 1955 they totaled \$759,438.

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One of the injured, Leo Zitch of Rahway, was taken to Rahway Hospital. The other six were treated at the plant dispensary.

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LEVITTOWN
"SHOP-A-RAMA"



Spring review

SPRING has come to the Delaware Valley and with it has come that breath of newness and beauty that we can all add to our lives and homes. Be an early bird and have a bird's eye preview of Spring at the Levittown Shop-A-Rama. Fashions, fabulous and fresh have winged their way in with the robin and are just waiting for you to make your selections. The widest choice of things and services to perk up your home and yard are on display in all Shop-A-Rama stores. Join the thousands of value wise shoppers at this miracle ONE STOP shoppers paradise.

MARCH 21-22-23

Thursday, Friday, & Saturday

OPEN 'til 9*

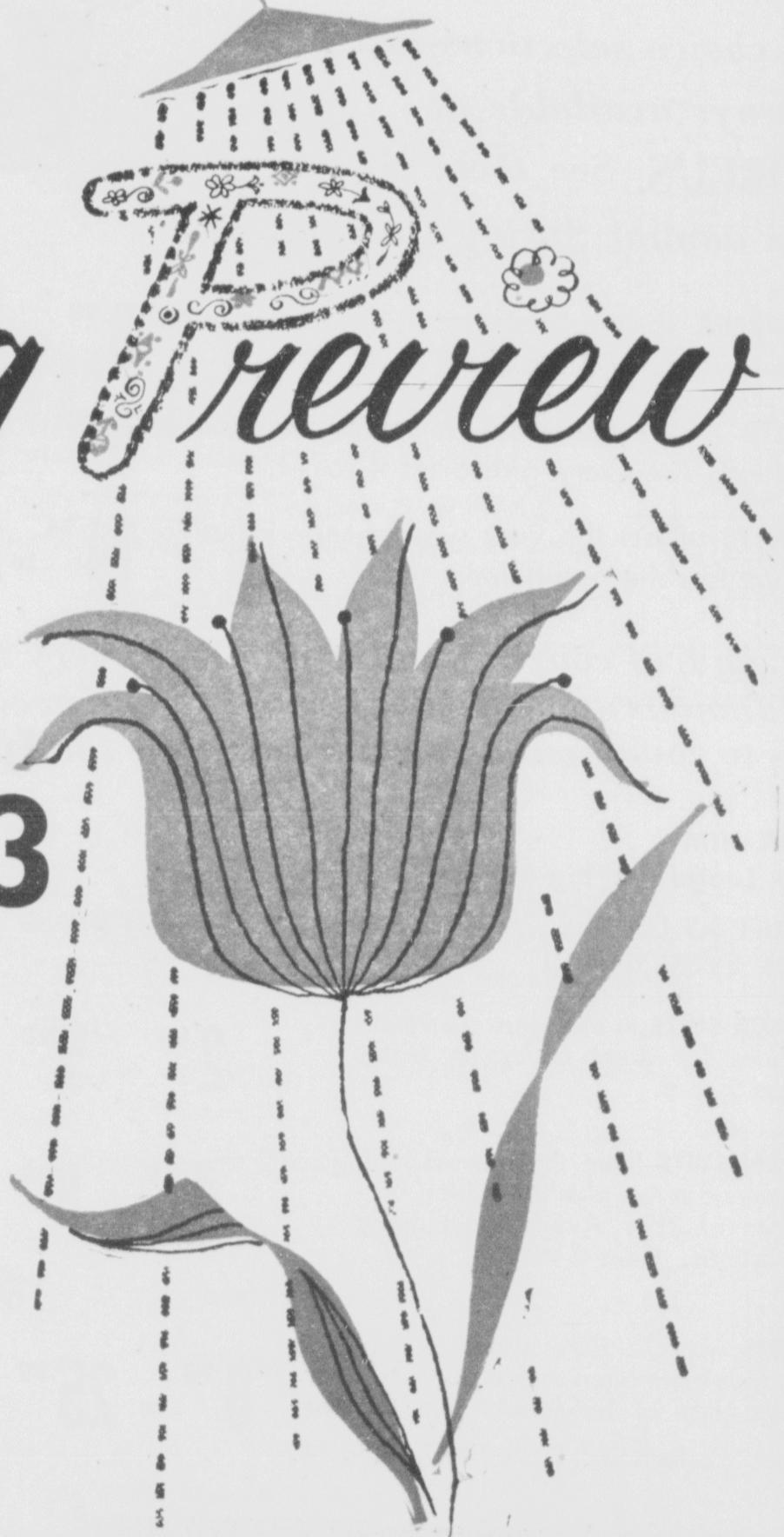
3 NITES EVERY WEEK
Monday—Thursday—Friday

Other days 'til 5:30

* Meenan Oil and most food, restaurants and service shops open every nite.

Levittown
SHOP-A-RAMA

WHERE ROUTE 13 CROSSES LEVITTOWN PARKWAY



**Free Parking
for
6,000 cars**

LOBEL'S

BRAND NEW

To LOBEL'S Spring means
lovely things for
children. The choicest
of choice selections are
always available at
LOBEL'S. See them now at
the annual Spring Preview.

TOPPERS in washable, soft Orlons or wool 8.98 to 14.98
• tweed effects. Sizes 4 to 14.

EVERYTHING **SUITS** that express the latest expressions of **5.98** to **16.98** fashions for every girl. Sizes 4 to 14.

FOR CH **COATS** reflect the very newest cape influence **14.98** to **25.98** as well as the traditional.

• *...and, of course, you'll find all the very finest of famous name DRESSES, HATS and accessories to round out any gal's wardrobe for Spring.*

ING FOR HIM . . .

Ivy League Is Big League

CHILDREN'S STUFF AT LOBEL'S . . . AND LOBEL'S HAS EVERYTHING BUT EVERYTHING!

- **SLACK SUITS** in easy-care washable fabrics for dress or casual wear. Sizes 2 to 8.

ETON SUITS have the newest look in classic styles plus the added brilliance of RED. Available in many variations. Sizes 2 to 8.

- **SUITS** with a flare usually found on campus have been scaled down to every boy's idea of how he'd like to look.

... and when it comes to the NEWEST RED SHIRTS
that seem to be every lad's favorite color, shop
LOBEL'S first!

"EVERYTHING
Do what comes naturally. Shop for your youngsters in a store
that caters EXCLUSIVELY to their needs . . . LOBEL'S. Your
assurance of CONSUMER APPROVED apparel is our major aim.

FREE GIFT WRAP service is yours at LOBEL'S . . . so for every gift for children, you'll save . . . no matter what you select.

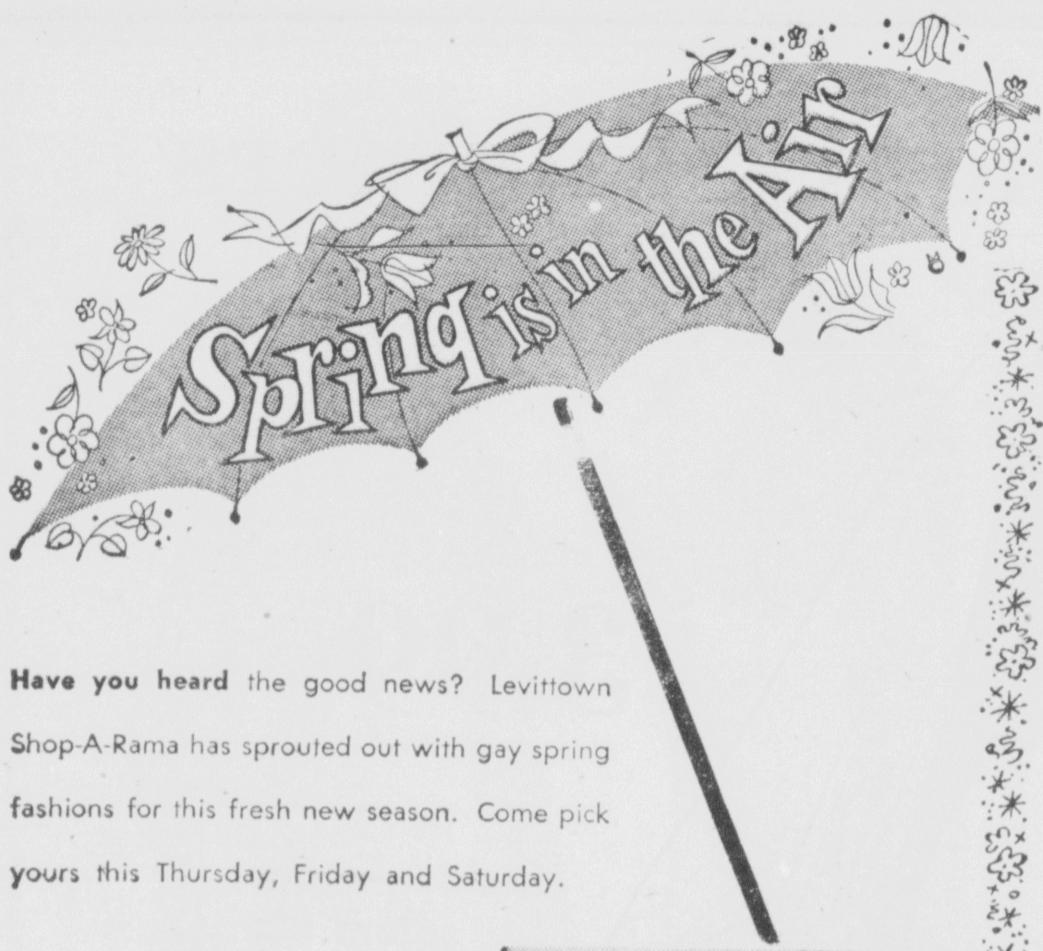
USE LOBEL'S LAY A WAY PLAN for your advance purchases. A small deposit reserves your selection.

CHARGE ACCOUNTS . . . YES! LOBEL'S No-down-payment budget accounts available. Terms arranged to fit your needs and requirements.



LOBELLS

Youth Center
LEVITTOWN SHOP-A-RAMA



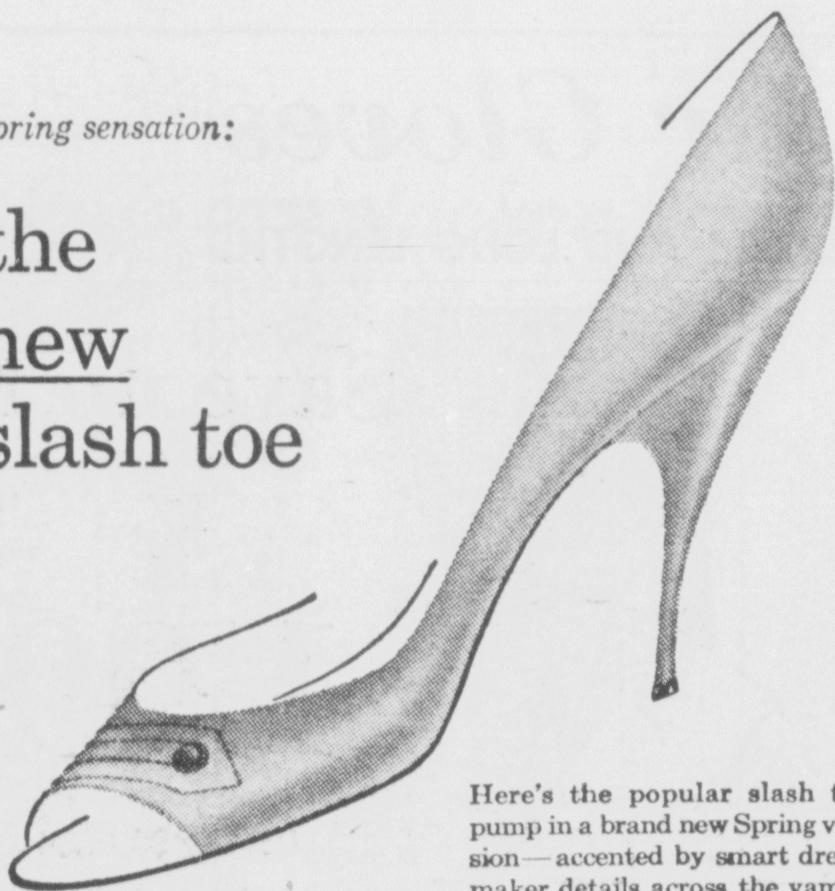
Have you heard the good news? Levittown Shop-A-Rama has sprouted out with gay spring fashions for this fresh new season. Come pick yours this Thursday, Friday and Saturday.

You'll love
Shopping
at
SHOP-A-RAMA



spring sensation:

the
new
slash toe



other dress shoes,
3.99 to 6.99 **4⁹⁹**

a designer fashion—for dollars less by

Thom McAn
shoes for all the family

LEVITTOWN SHOP-A-RAMA, LEVITTOWN, PA.

Here's the popular slash toe pump in a brand new Spring version—accented by smart dressmaker details across the vamp! A Thom McAn Career Girl exclusive in black patent or flax calf, with the *slimmer* high heel.

M-m-m...**SPRING**
is here again...

TIME

FOR

A

NEW

PAIR

OF

**Red Goose
SHOES**



PATENT - BLUE - WHITE
4 TO 8 — 5.95
8½ TO 12 — 6.95
12½ TO 3 — 7.95
WIDTHS A TO E
BIG GIRLS 4 TO 10 — 8.95
WIDTHS 3A TO C

Black or Brown Grain
8½ to 12 — 6.95
12½ to 3 — 7.95
Widths B to E

Orthopedic Prescriptions Accurately Filled

DUVAL SHOES

WHERE YOUR FIT IS GUARANTEED

LEVITTOWN SHOP-A-RAMA

JOHN C. ROBERT SHOES GRACE WALKER SHOES
For Men and Boys For Women
CHARGE ACCOUNTS INVITED



Spring fancies
...FOR THE YOUNG AND YOUNG-AT-HEART!

are here at Levittown **SHOP - A - RAMA**

Fashions for the Ladies.

Spring Finery for Men and Boys'

Big and Little Sister

can doll up here too ...

The widest choice of things and services to perk up your home and garden are also here. You'll love shopping in all the Shop-A-Rama stores. Join the thousands of value-wise shoppers at this ONE-STOP shoppers paradise.

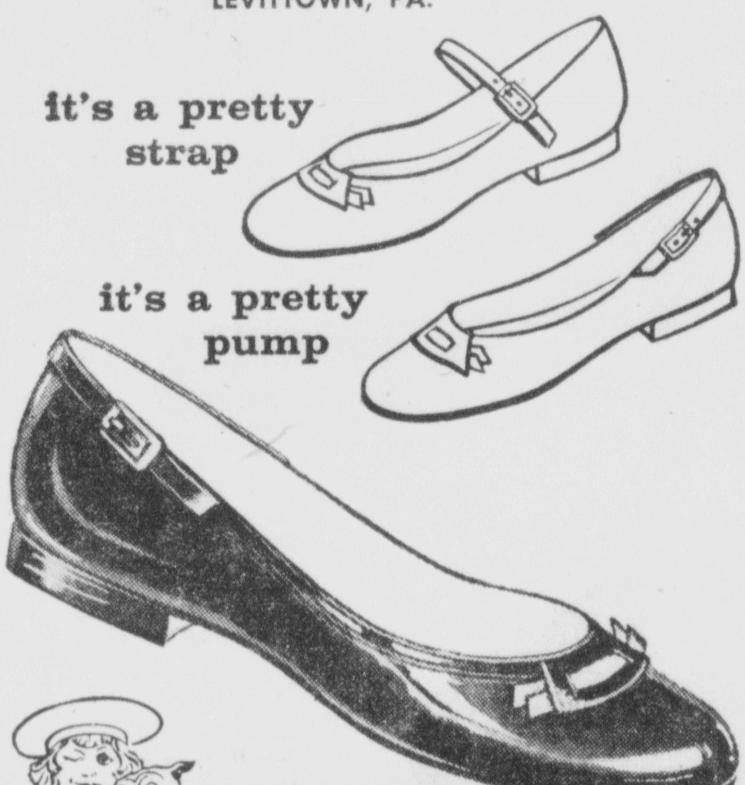


POMEROY'S

LEVITTOWN, PA.

it's a pretty strap

it's a pretty pump



Buster Brown®
America's Favorite Children's Shoes

SWIVEL STRAP

Mother, your little miss will love this clever new style from Buster Brown. Let her decide how to wear it. And you are assured of perfect fit with our exacting 6-point fitting plan. In black, patent, or white calf.

Sizes 8½ - 12 6.95
Sizes 12½ - 3 7.95

Pomeroy's Children's Shoes — First Floor

5.95

Sizes 5 to 8

Spumoni Skimmers

Italian Style

3.99

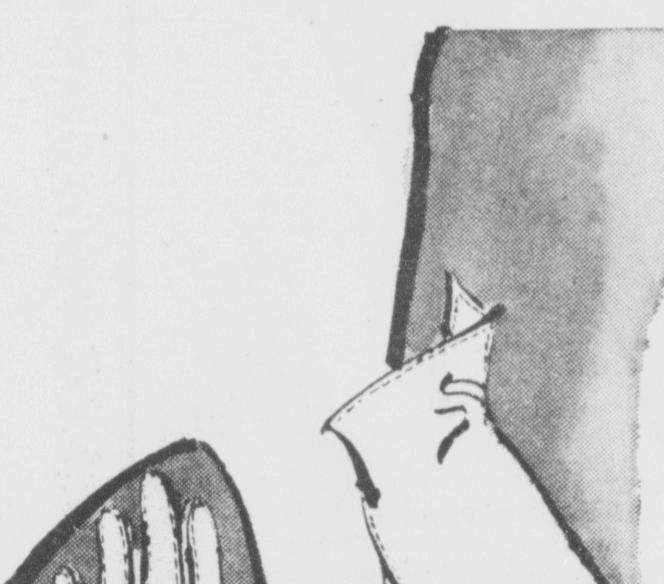
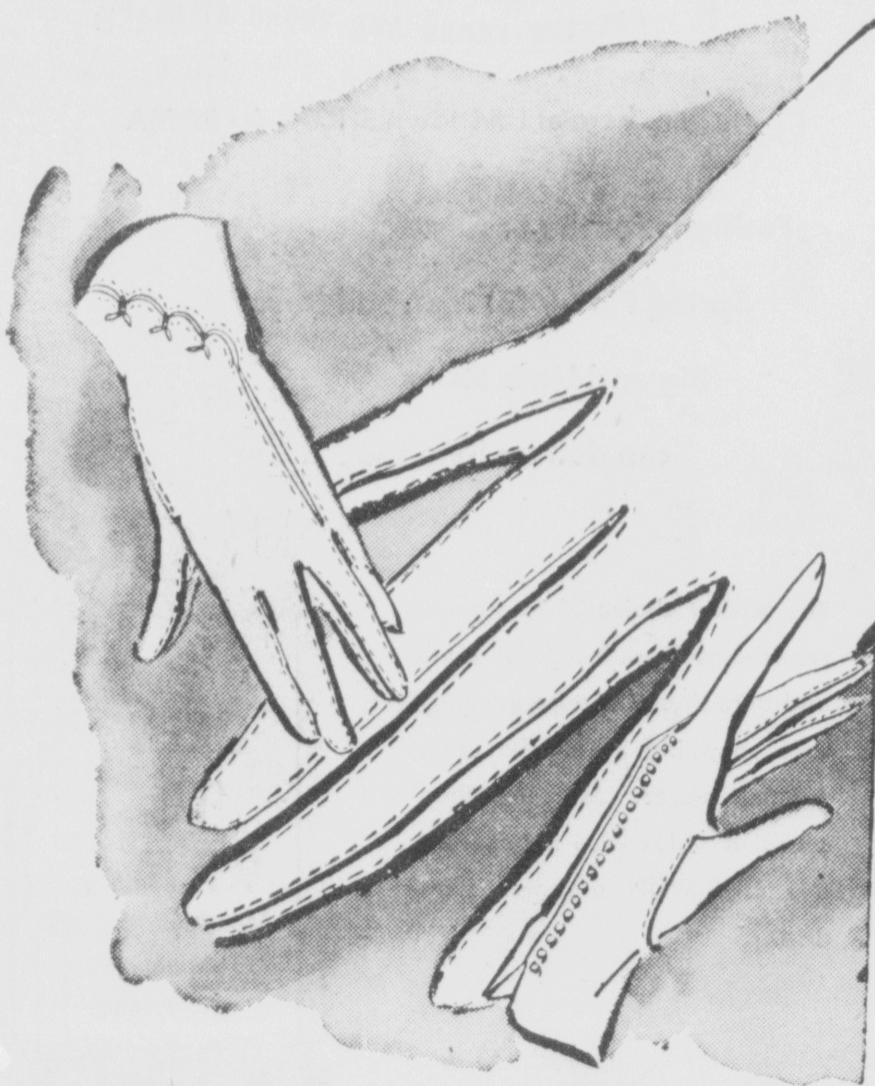
in 12
fashion-right
colors



Direct from Italy! These feminine little imports are the talk of the town . . . whisper-soft glove leather, and oh, so soft uppers! Only ounces light . . . their comfort is exceeded only by their light-hearted styling. The minute you slip into your new Spumoni Skimmers, you'll know there's comfort afoot. Sizes Narrow 5-10, Medium 4-10.

Women's Shalimar Gloves

... IN SHORTIES AND LONG LENGTHS



Save up to

 $\frac{1}{2}$ **1.99**

Usually \$3 to \$4

Prices slashed at the height of the season! Wonderfully washable double woven cotton gloves . . . all handsewn and hand detailed! In white, black, beige, and pastel pink. Sizes 6 to 8. Stop in today for your terrific savings!

Pomeroy's Gloves — First Floor

ASK ABOUT OUR CONVENIENT DEFERRED PAYMENT ACCOUNTS

WRITE OR CALL WI 5-5000

POMEROY'S

Softly curved coats for Spring...

by Cambrooke

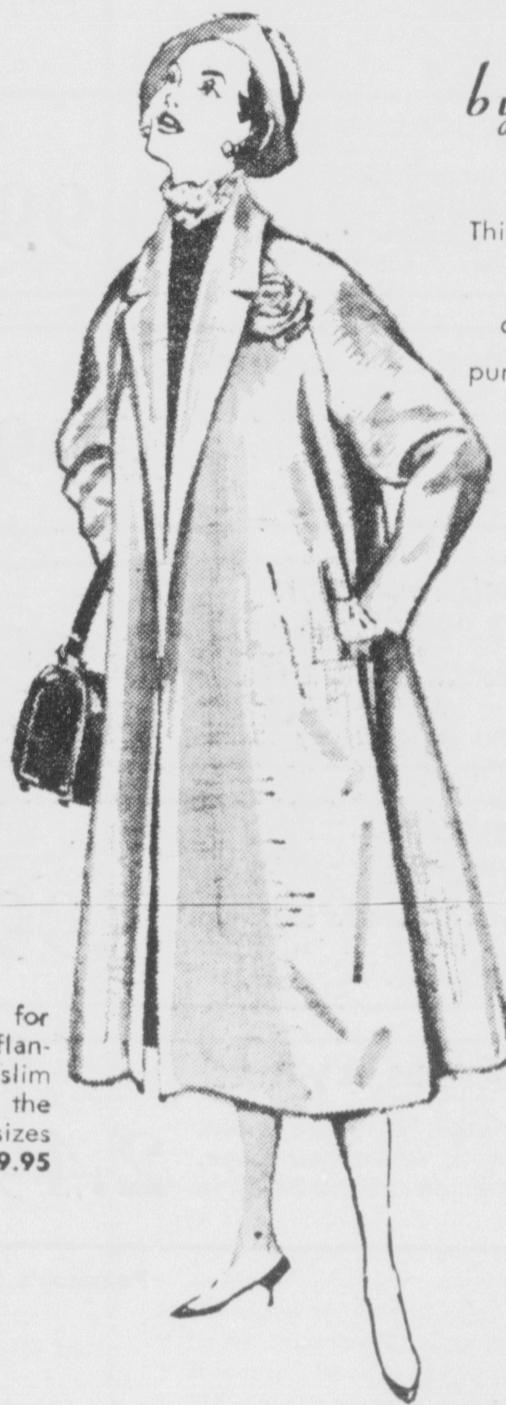
This Spring fashion rules: not a corner or square to be seen on this season's coats . . . Fashion proclaims a rounded, purely ladylike gentleness! And this spring's top fashion coats are by Cambrooke, of course!

29.95 to 49.95



The "Slim Line" Coat for Juniors - 100% wool flannel coat in the pencil slim silhouette to flatter the Junior figure. Junior sizes 5-15 39.95

The "Crawfion" coat . . . by Cambrooke! Softly feminine, with demure Peter Pan stand-up collar. Beloved "Clutch" style with slash pockets, in pebble-tone wool 29.95



Homespun Full Length Clutch — The ever popular clutch coat, with added back interest . . . you'll love the stitched Empire back that flares gently into a panel. Of all wool Homespun weave, the lining is crepe. In basic beige, blue, or navy. 8-16 49.95



Suits are sleeker... more feminine...

by Cambrooke, of course!

"Cambrooke," always foremost in styling, takes top honors this spring for fashion news. Suits are softer, newly rounded and feminine . . . all eyes are on Cambrooke's new, luxury fabrics.

A. Be sleek in Silk Dupioni — Look your luscious best in pure silk Dupioni . . . smartly fitted, smoothly flattering. Handsome 4-scroll buttoning, soft notched collar, and shape retaining lined straight skirt — 10-18 49.95

B. Flattering Fitted Jacket Suit — . . . in rich worsted flannel. The Empire look is the look for spring, and you'll love the soft easy fit, the exquisite tailoring. Hand-piped button holes, kick pleat, and the flat lie of the pockets belie the tiny price . . . 7-15 Grey, blue, beige 39.95

C. The Trim Gabardine Fitted Suit — . . . with the Cambrooke touch! The point of interest is tabbed at hips, with jewel ornament . . . carried through to the tab detail on collar with self strap. In navy or black. Misses sizes 10-20 39.95



POMEROY'S

LEVITTOWN, PA.

17.98-19.98 TWO-PIECE COORDINATES

A real sportswear find! Top 'n' bottom color-coordinates in straight or full skirt styles. You'll find torso, Blouson, Channel, and belted styles. Also, some button and knit trim styles. For lucky Juniors. Sizes 7-15.

9.99**JUST 69—COTTON KNIT T-TOPS, 3.98 VALUES**

Brown or black plaid tops that are so perfect with slacks, shorts or pants of any length. Hurry, they'll go fast at this price. Sizes Small, Medium, Large.

1.99**JUST 73! "BANLORE" ORLON-BANLON BLEND SWEATERS, 5.98 VALUES**

The miracle blend with a luxury feel. This fiber is feather light, the nap is resistant to pilling (roll into a ball) and it's so easy to wash! Choose from assorted gay colors.

3.99

Sizes 34-40

JUST 37—SPRING BLOUSES—5.98 TO 7.98 VALUES

Spring is time for blouses, and you'll want to scoop up these beauties. Dacrons, cottons, nylons, in "frilly" or tailored styles. Sizes 32-38 in the group.

3.99**JUST 50—ORLON SWEATERS—2.98-5.98 VALUES**

Slip-on and novelty styles of miracle easy-care orlon. They wash like a dream, dry in a wink, retain their shape, and come in gay assorted spring colors. Sizes 34-40 in the group.

2.49

Pomeroy's Sportswear — First Floor

Baby Cord coordinates, for Spring!**Dress Sale!****\$5****\$7****\$9**

Reg. 8.98-10.98

Reg. to 14.98

Reg. to 29.98

Juniors, Misses, Half Sizes

7-15

10-20

14½-22½

Pomeroy's Dress Circle — First Floor

**Nylon
Toppers**
6.99



These fashion colors:

- White
- Blue
- Pink

You save on these fashion favorites because we made a very special purchase . . . and pass the savings on to you! Of hand washable nylon fleece. Some with stitched yoke, side tabs, belt waist backs. TV cuffs. Sizes 7 to 14.

Pomeroy's Girlswear — First Floor

ASK ABOUT OUR CONVENIENT DEFERRED PAYMENT ACCOUNTS

WRITE OR CALL WI 5-5000

For the Men folk . . .

POMEROY'S

LEVITTOWN, PA.



HARDWICK "EVERSTAY" SHIRT
in white pima cotton broadcloth

3.98

made to sell
for 5.98

Brilliant new fashion! A small shadow thin strip of flexible plastic-and-rubber that's permanently sewn in. Guaranteed washable, the collar keeps neat and trim. 5.98 quality shirt of white Pima broadcloth. Spread collar, French or barrel cuffs. Collar 14½-17, 32-35 sleeves.

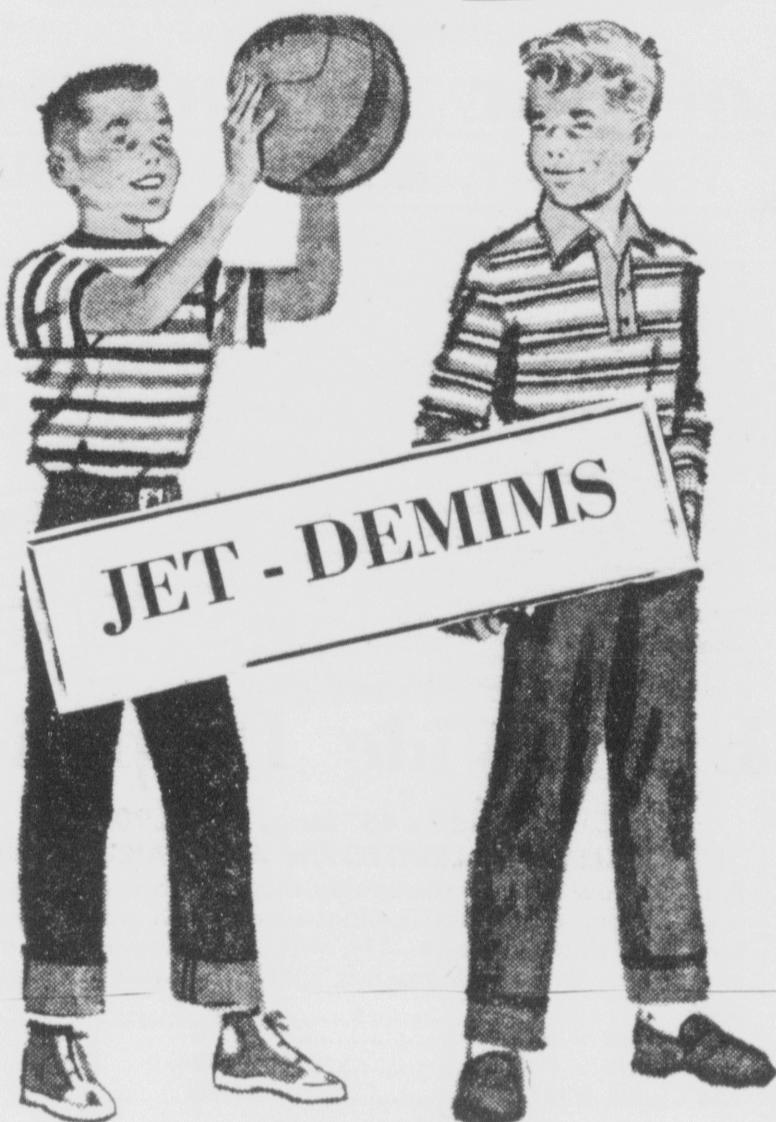
WIN
7 Day Vacation
For Two
Fly in Style
Via TWA (Trans-World Airlines)
Eleven Other Wonderful Prizes
Enter the
Smoothie
FASHION-FLIGHT
"Button-Down"
Tie Contest
For details read the tag on the
Smoothie "Button-Down" Tie

1.50

- It's neat!
- It stays in place!
- It buttons to your shirt!

The Smoothie tie . . . stays neat and in place because it buttons to your shirt! In the latest spring patterns and colors.

Pomeroy's Men's Store—First Floor



FAMOUS MAKER DUNGAREES

2.98 MADE TO SELL FOR 3.98

We can't tell you the famous maker's name but here's just a few of the outstanding features:

- 50% cotton, 50% high tenacity rayon (same rayon fiber used in auto tire treads) for longer, tougher wear!
- **Vat dyed** for brighter, longer wearing color!
- Looks like new after as many as 10 machine washings!
- 2 front, 2 back and 1 watch pocket!
- Full cut for comfort! Sizes 6-16!
- In dungaree blue!

Pomeroy's Boy's Dept — First Floor



Look! 3 decorator designs...Miracle tops resist heat, alcohol, scratches!

"Marlite" Top Tables

8.88

Usually
14.95

- **Superb finishes** — with a fine furniture woodgrain! Your choice of mahogany, or limed oak.
- **Sturdy hardwood frames and legs** — "Marlite" tops that resist heat, scratches, alcohol. Practically indestructible, serve beautifully for years.
- **Smart styling** — tapered legs, topped with solid brass ferrules.

Stationery Dept. — First Floor

SHOP MONDAY, THURSDAY, FRIDAY 12 NOON TILL 9 P.M.; TUESDAY, WEDNESDAY, SATURDAY 10 A.M. TO 5:30 P.M.

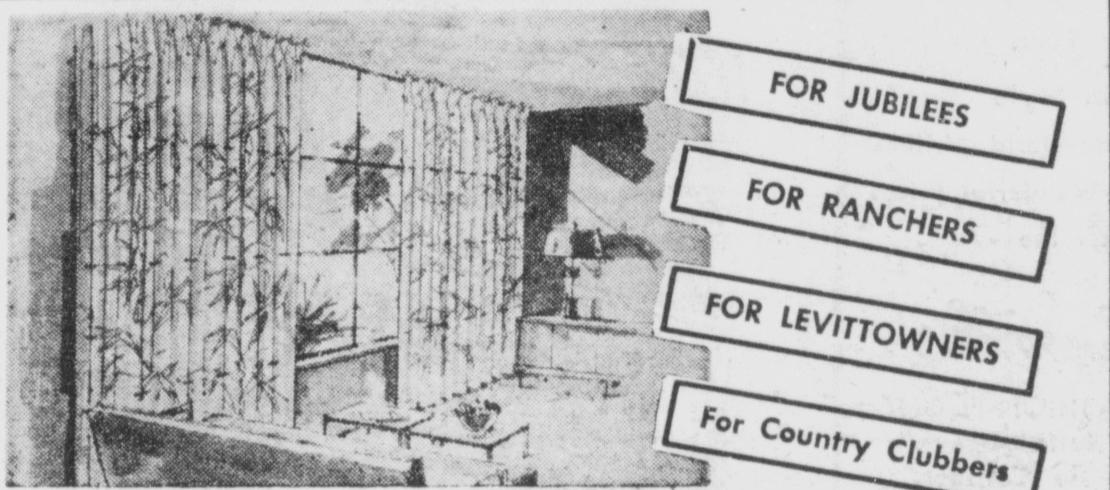
POMEROY'S

LEVITTOWN, PA.

Last 3 Days...

of our Drapery and Spring Curtain Carnival!

THURSDAY, FRIDAY AND SATURDAY . . . YOUR LAST CHANCE TO SAVE UP TO 1/2!



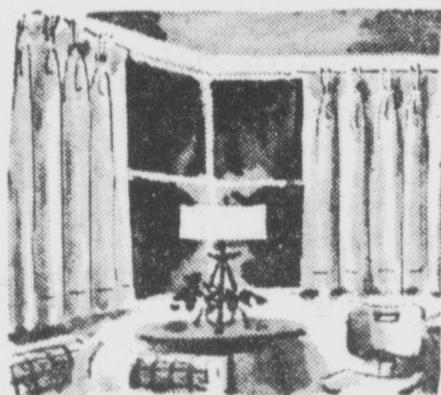
Extra-Wide Draperies 4.24

56" wide x 45" long, Reg. 4.98

ESPECIALLY FOR LEVITTOWN AND FAIRLESS HILLS WINDOWS . . .

Priced so low because we bought the rich fabric at savings, and had the draperies made to our exact specifications in our own workrooms! Extra width draperies for wide, wide windows. The striking modern design matches or contrasts with any decor. White backgrounds with red or rose with gold!

Size	Reg.	SALE!	Reg.	SALE!
56" wide x 84" long	6.98	5.94	8.98	7.84
106" wide x 84" long	13.98	12.44	19.98	17.64
154" wide x 84" long	21.98	19.24	31.98	27.44



SALE! Honeychrome Shorty Draperies 1.99 pair

Reg. 2.98 to 3.98

Especially for Levittown and Fairless Hills windows. Rich chromespun lavishly woven with rich Lurex gold threads. 30", 36", or 45" long. Choose yours from beige, rose, aqua, grey, gold, green or white. With Pinch-pleated tops.

Miracle Fiber Curtains...Drip-Dry Fabrics you never iron!

RUFFLED

DACRON RUFFLED CURTAINS

54" long, Reg. 5.95	4.94
136" wide per pair. Won't shrink, fade. Off-white. No-iron.	
63" long, Reg. 6.29	5.44
81" long, Reg. 6.89	5.84
520" x 81" long, Reg. 29.98	25.94
72" long, Reg. 6.59	5.64
390" x 81" long, Reg. 20.98	17.94

EXTRA-WIDE DACRON CURTAINS

54" long, Reg. 3.98	3.44
All 10 ft. wide per pair.	
63" long, Reg. 4.39	3.64
72" long, Reg. 4.69	3.84

81" long, Reg. 4.99	3.94
---------------------	------

RUFFLED ORGANDY CURTAINS

54" long, Reg. 2.99	2.74 pr.
By Berkshire, never need starching. 84" wide per pair.	
63" long, Reg. 3.59	2.94

72" long, Reg. 2.79	3.34
81" long, Reg. 3.99	3.54

WIDE RUFFLED DACRON

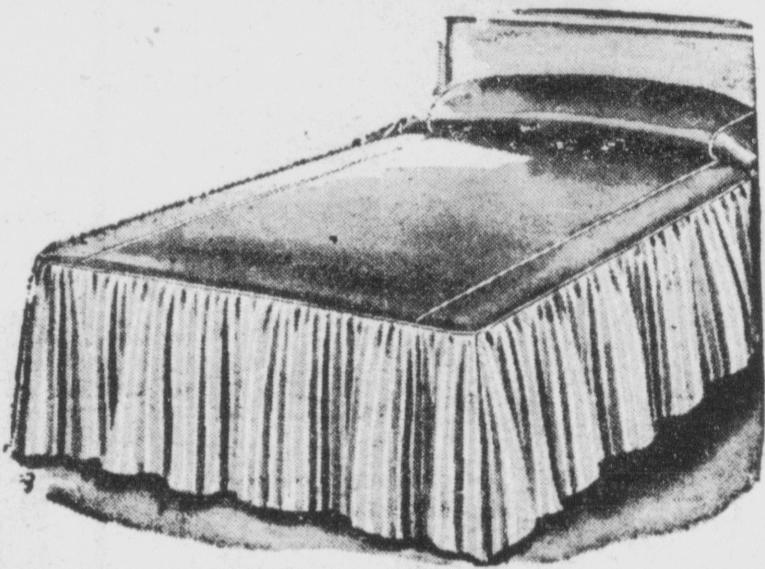
54" long, Reg. 3.99	3.44
98" wide per pair. Snowy white.	
63" long, Reg. 4.29	3.74
72" long, Reg. 4.59	3.94

81" long, Reg. 4.99	4.24
384" wide 81" long, Reg. 20.98	17.94

Last 3 Days...

of our Drapery and Spring Curtain Carnival!

THURSDAY, FRIDAY AND SATURDAY . . . YOUR LAST CHANCE TO SAVE UP TO 1/2!

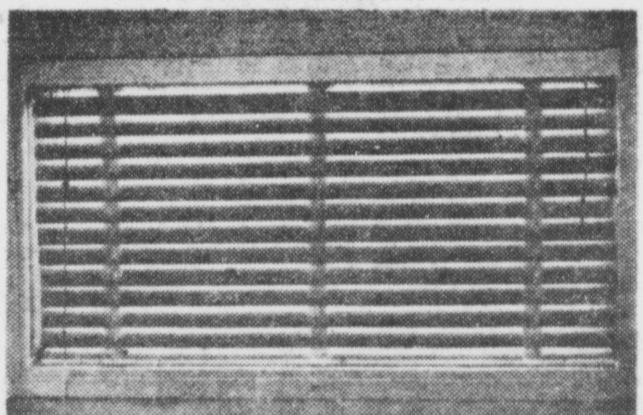


DENIM BEDROOM ENSEMBLES

Long wearing, washable and oh, so decorative denim solves all decorating problems. A special purchase, with savings for you! Twin or full.

	Reg.	SALE!
Dust Ruffles	6.98	3.44
Coverlets	7.98	4.44
Spreads	7.98	4.44
Cafes	3.98	pr. 94c

Your choice of decorator colors.



VENETIAN BLINDS FOR LEVITTOWN WINDOWS

Flexible steel white venetian blinds with white wipe-clean plastic tapes. 45" wide, 25" long. If ordered custom-made, would be 7.98 each! **2 for 794**

TAILORED

HATHAWAY TAILORED NYLON CURTAINS

54" long, Reg. 2.79	2.44 pr.
82" wide per pair. Off-white.	
63" long, Reg. 2.99	2.34
72" long, Reg. 3.19	2.44

FIBERGLAS TAILORED CURTAINS

54" long, Reg. 3.99	3.24 pr.
Fire-proof, washable, dry in 7 minutes!	
63" long, Reg. 4.39	3.54

HATHAWAY DACRON TAILORED CURTAINS

54" long, Reg. 3.29	2.64
Washable, no-iron, 82" wide per pair. Creamy off-white color.	
63" long, Reg. 3.59	2.74

DACRON TAILORED NINON

Reg. 4.98 pair. 84" wide per pair. 81" long.	3.94
--	------

TIERS

HATHAWAY NYLON TIERS

30" long, Reg. 1.49	1.14 pr.
Many a window problem is solved with tiers. Beautiful miracle nylon washes in a wink, dries in a jiffy. Hurry . . . they'll go fast at this special sale price! 82" wide per pair.	
36" long, Reg. 1.98	1.54

FIBERGLAS TIERS

Never need ironing . . . won't shrink . . . sun-fast, too. 85" wide per pair.	
DRY IN 7 MINUTES	
Off-white color	2.24 pr.
30" long, Reg. 2.98	2.24 pr.

DACRON HATHAWAY TIERS

30" long, Reg. 1.98	1.74
Completely washable, and sun-fast! Never need ironing, dry in a flash. Creamy off-white color. Hurry and cash in on these savings!	
82" wide per pair. 36" long, Reg. 2.29	1.84

Pomeroy's Curtains — Second Floor

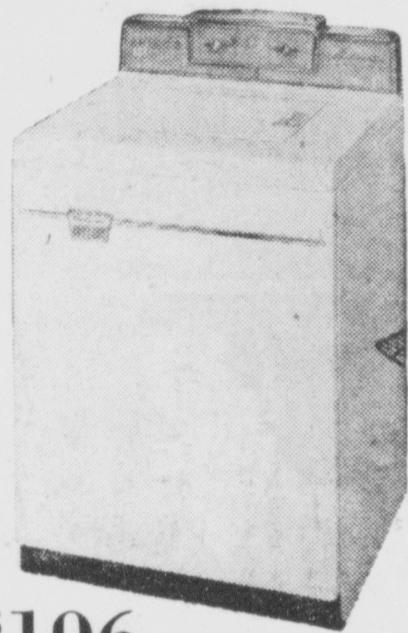
ASK ABOUT OUR CONVENIENT DEFERRED PAYMENT ACCOUNTS

WRITE OR CALL WI 5-5000

No Lower Prices

... ON THESE NATIONALLY ADVERTISED PRODUCTS! NO HIDDEN EXTRAS... FREE DELIVERY... FREE WARRANTY...
EASY CREDIT TERMS!

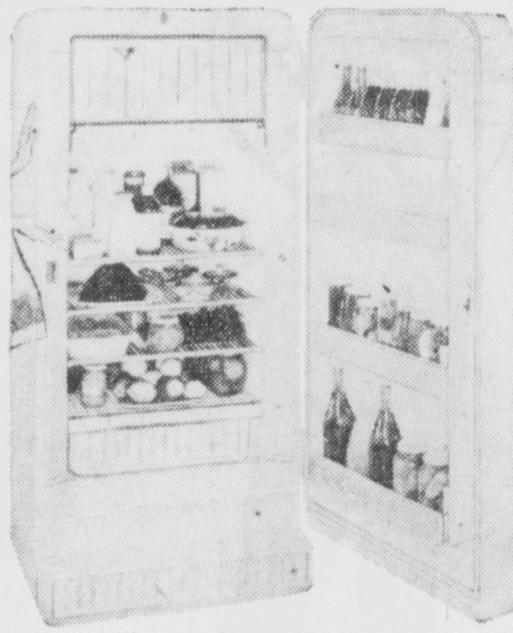
POMEROY'S



\$196

Usually 329.95 **SAVE 133.95!**
PHILCO DELUXE AUTOMATIC WASHER!

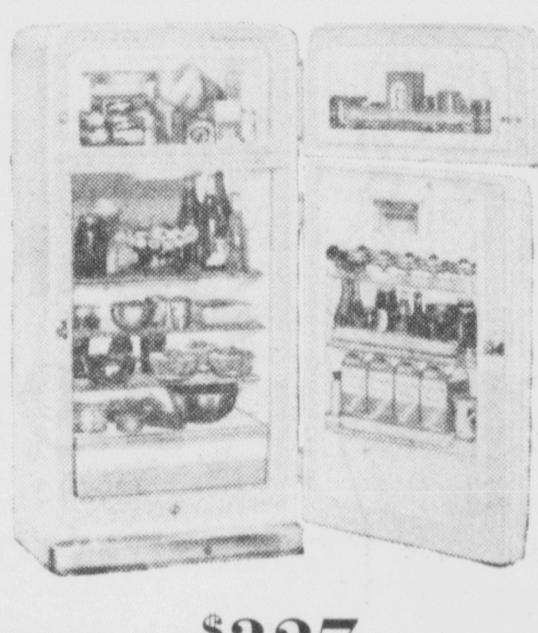
Fully automatic with over-flow rinse, washing action adjusts to heavy or light loads. Porcelain finish top, tubs.



\$188

"BIG TEN" REFRIGERATOR

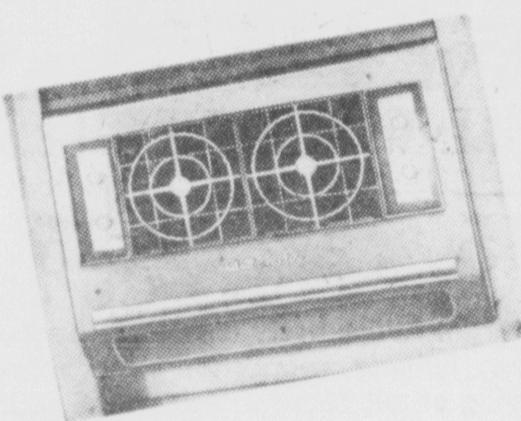
Big 10 Cu. Ft. refrigerator with 38 lb. freezer chest. With Aluminum shelves, hydrator. 5-year Warranty on Sealed Unit.



\$327

Usually 529.95 **SAVE \$203!**
PHILCO DOUBLE DOOR REFRIGERATOR

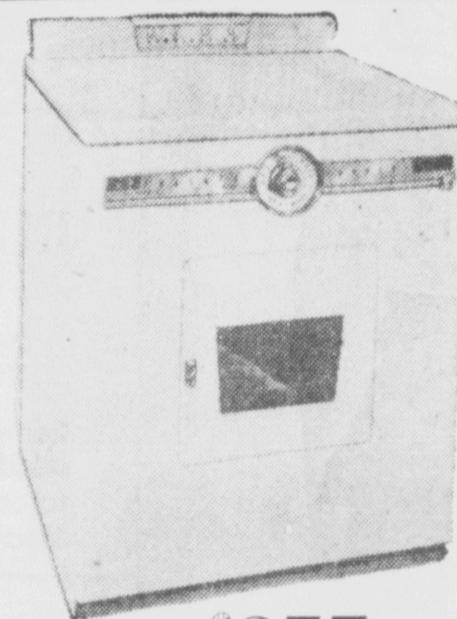
12 Cu. Ft. refrigerator, plus 2½ Cu. Ft. freezer. Fully automatic defrost. With 10 lb. ice keeper.



\$168

AMBASSADOR ONE-TON AIR CONDITIONER

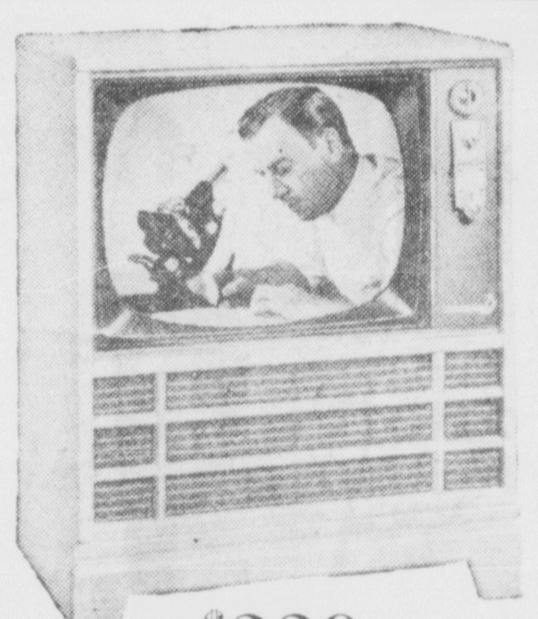
Flush Mount air conditioner with thermostat. Permanent air filter, exhaust control, twin speed fan.



\$377

Usually 479.95 **SAVE 102.95!**
EASY COMBINATION WASHER-DRYER

Just 27" wide! Automatically chooses the right amount of water for each load. Saves hot water! Washes, and dries!



\$229

Usually 339.95 **SAVE \$112!**
PHILCO 21" CONSOLE TV!

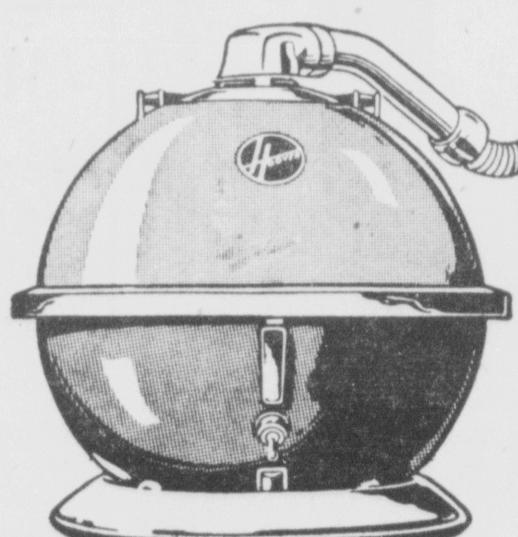
Outstanding value for advanced TV performance! Magnificent cabinet features new All-in-one Control center.



\$197

Usually 249.95 **SAVE 52.95!**
RCA 21" TV - "THE EATON"

Lowest priced RCA-TV. With "High and Easy" tuning. Big 261 sq. inches of viewing area. Choice of 3 finishes.



\$56

Usually 97.50 **SAVE \$41!**
HOOVER "CONSTELLATION" VACUUM CLEANER

Full one-horsepower for real cleaning power. With full set of attachments. See model #82 today!



\$359

Usually 529.95 **SAVE \$202!**
PHILCO 14.6 CU FT. FREEZER

Holds 516 pounds of food! Sharp freezing to as low as 40°! With handy self-service door, many other deluxe features!

THE LEGGIEST OF THE LONG WEAR TWILLS

Penney's, Vat-Dyed, Sanforized

STRING BEAN

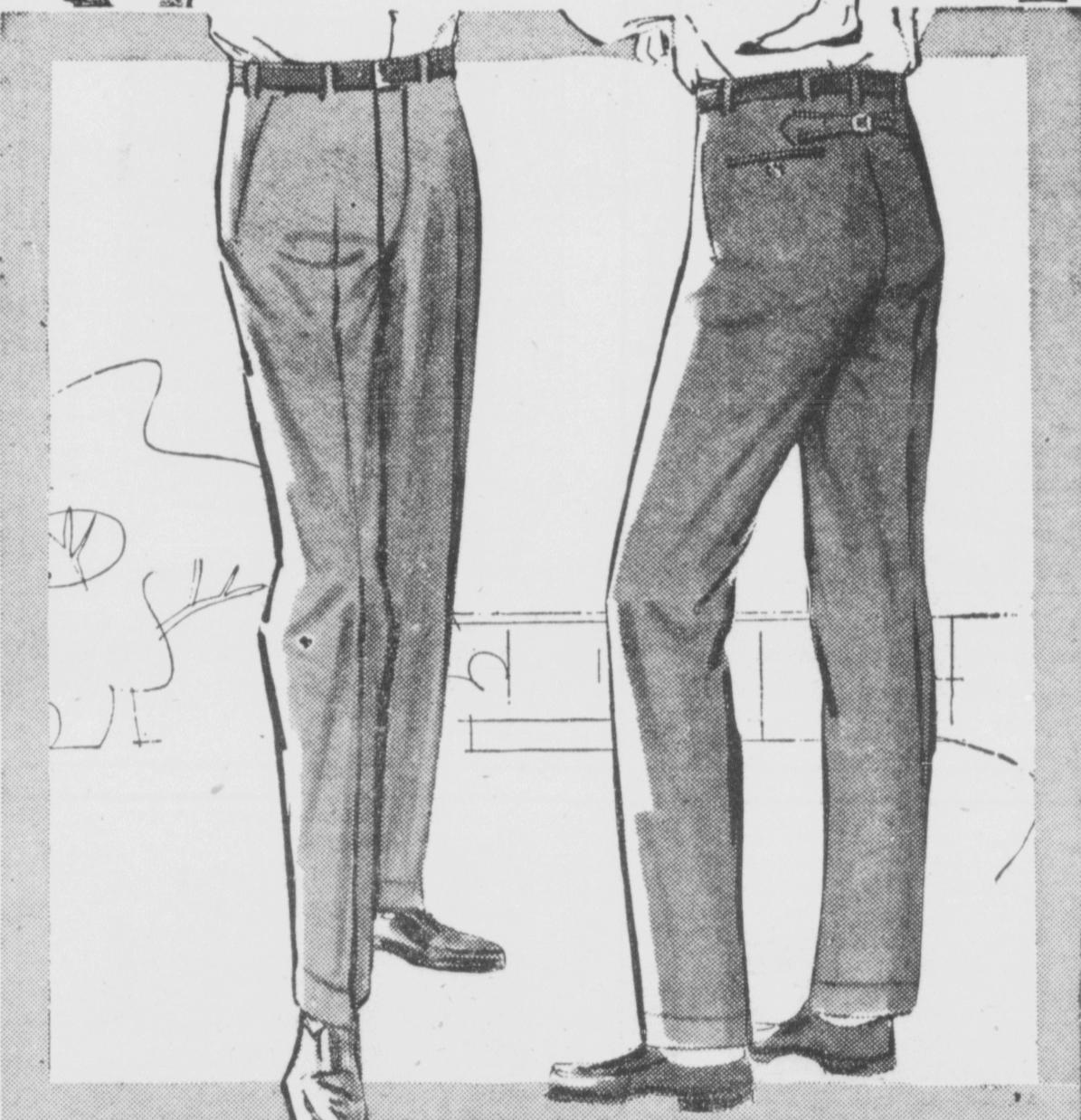
JEANS

2.98

SIZES 10 - 20

GIRLS SIZES TO 14 2.49

You belong in the "new slims" . . . tapered jeans that fit like they were sewn for your figure! In a full-bodied twill that's champs for longwear! Sharp and subtle colors. Vat-dyed! Machine washable.



EVERYWHERE! THEY'RE BUYING PENNEY'S

UNIVERSITY STYLE
COTTON TWILLS

The slim trim look for '57 . . . snug-fit strap back, smooth unpleated waist, narrow legs in Penney's own authentic university model! Made of rugged Sanforized* cotton. Machine washable.

3 49

BOY'S SIZES 2.98

PENNEY'S

ALWAYS FIRST QUALITY!

55th ANNIVERSARY



RUGGED FULL WEIGHT TWILLS

6 1/2-OZ.
SHIRTS

1.75

8-OZ.
PANTS

2.25

Penney's own full weight twills: hefty 8 1/2-ounce pants, sturdy 6-ounce shirts. Full cut, proportion sized, reinforced . . . no skimping at all! Sanforized*, vat dyed. Machine wash.

BOY'S DRESS SHIRTS

Teriffic buy in combd broadcloth. Styled with soft widespread collar and french cuffs. Wonderful quality. Sizes 6 to 18.

1.33

MEN'S B'CLOTH SHORTS

Full cut, fine fabric with open front semi-boxer style. Fast color and sanforized. Sizes 30 to 42.

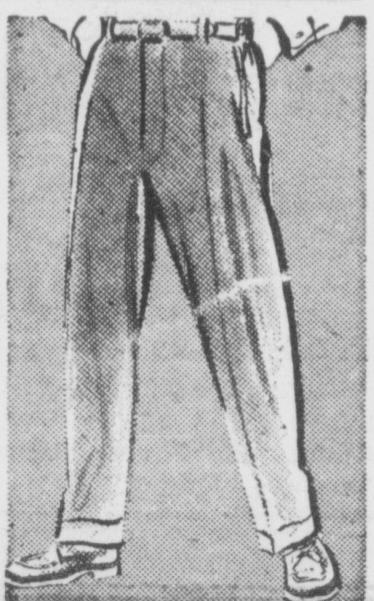
48c

BOY'S HEFTY
COTTON
TWILLS

ANNIVERSARY
PRICED

1.99

Just like dad's. Rugged construction with 8 1/2-oz. fabric in khaki or black. Sizes 6 to 16. Don't miss this bargain buy!



LARGE SIZE! SELF ADJUSTING! NO-RUST! FOLDING ALUMINUM CONTOUR

9.99

WHILE THEY LAST

It's built big, contoured, adjusts easily from reclining to snoozing position. Strong, lightweight — travels "folded up" in your car trunk, stays safely outdoors!

PENNEY'S

ALWAYS FIRST QUALITY!

55th ANNIVERSARY

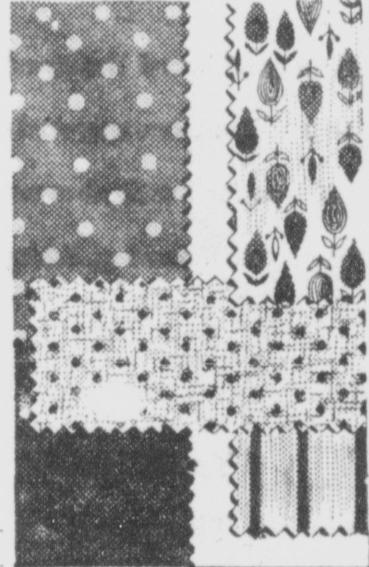
SPECIAL PURCHASE!

YARD GOODS

44^c yd.

- EMBOSSED COTTONS
- NOVELTY PRINTS
- WOVEN CHAMBRAYS
- DECORATOR PRINTS

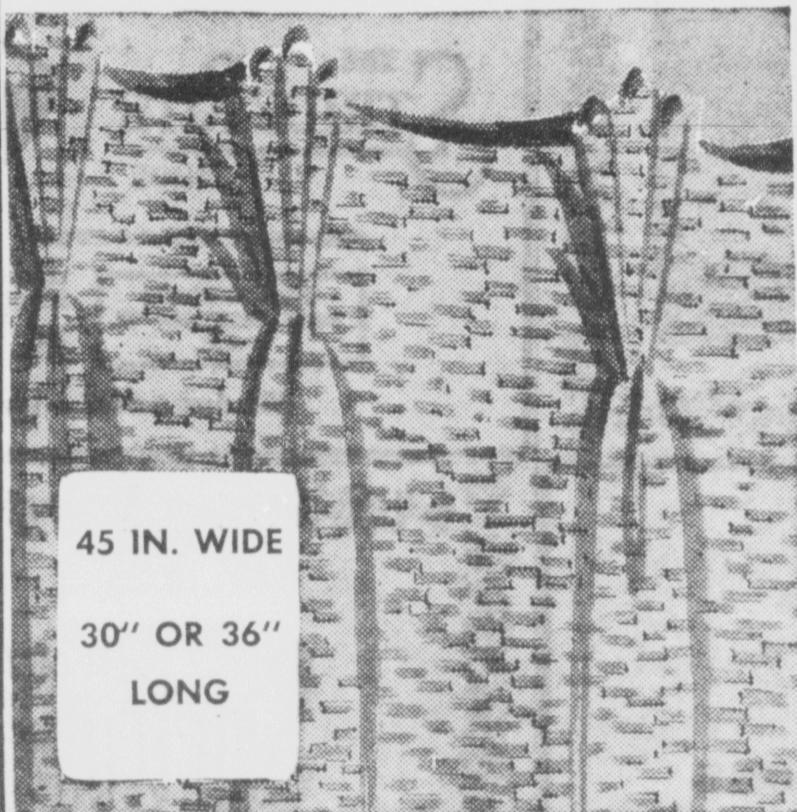
Special purchase of better fabrics, priced for anniversary selling.



SPARKLING CHROMSPUN DRAW DRAPE

1.55 pr.

Wonderful selection of designs in sparkling chromspun. Semi-sheers for filtered light, yet offering privacy too. Don't miss this value.



NO-IRON

EMBOSSED COTTON

DUSTERS

2.77

12 to 20

Crackling cottons snapped with color, with pretty face-framing collars, puff sleeves! Hold-everything pockets! All machine wash ... no iron!



FLASH COLOR DECORATOR PILLOWS

\$1

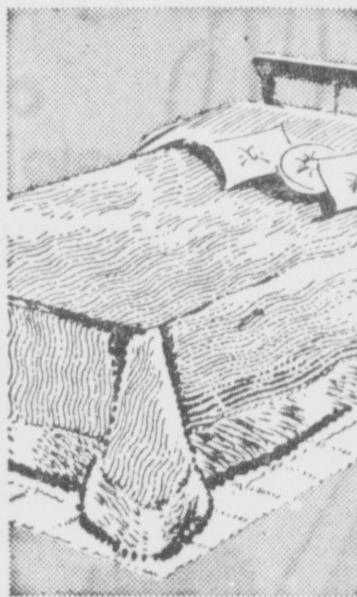
Flavor your home with delicious bits of color! Choose bright prints, lively solids, fringed button centers, planks. All fine quality cretonnes, 18 by 18 inches.



PLUMP, LARGE SIZE Dacron Filled PILLOWS

2.99

Our Dacron® Pillows contain even more Dacron than required to wear Dupont's quality label. Acetate crepe covered!



FULL OR TWIN SIZE CHENILLE SPREADS

2.88

Wavy line baby chenille on good quality sheeting. Smart decorator colors to choose from. Save now at Penney's Anniversary Price!



EXTRA LONG SCATTER RUGS

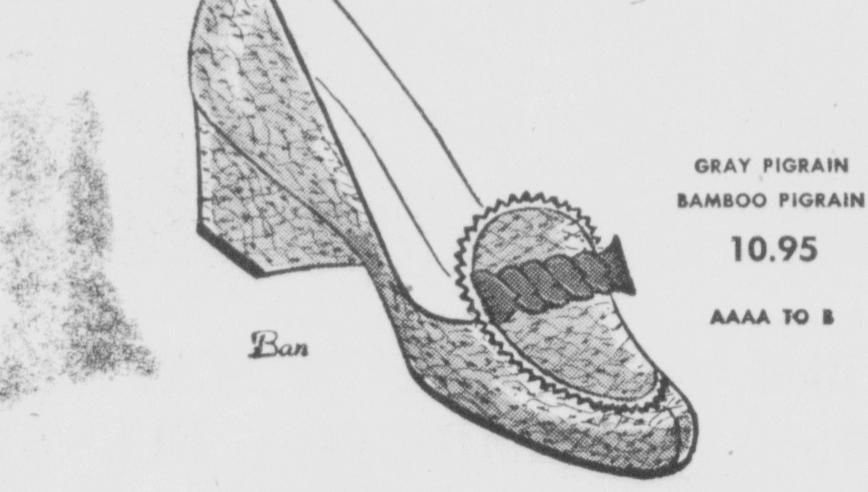
3.66

Blends beautifully with any decor! Heavy 2-ply cotton dyed in radiant colors ... stays new looking longer! Fully machine washable, non-skid backed!



Have you heard the good news? Levittown Shop-A-Rama has sprouted out with gay spring fashions for this fresh new season. Come pick yours this Thursday, Friday and Saturday.

You'll love
Shopping
at
SHOP-A-RAMA



DUVAL SHOES
WHERE YOUR FIT IS GUARANTEED

LEVITTOWN SHOP-A-RAMA
CHARGE ACCOUNTS INVITED — WI 6-3030
ORTHOPEDIC PRESCRIPTIONS ACCURATELY FILLED

M. L. ATLAS

*there's more to fittin'
than just sittin'*



famous Stride Rites. (And oh! how beautifully they do fit . . . because they're made to fit.)



FAIRWAY
Black & White
12 1/2 to 3 — 8.50
A - D

THE STRIDE RITE
SHOE

OPEN EVERY MORNING AT 9:30

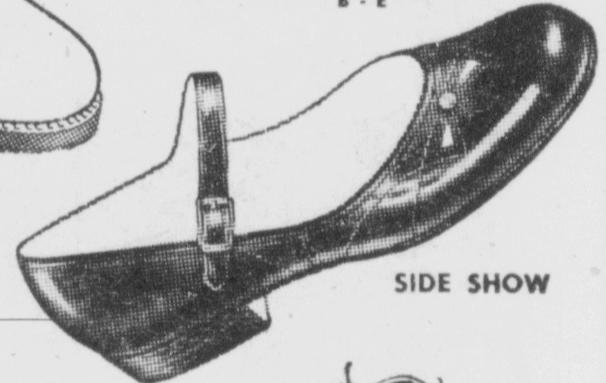
OPEN EVENINGS
MON., THUR., FRI. 'TIL
9 P.M.

YOUR CHILDREN'S
HEADQUARTERS

M. L. ATLAS

Windsor 6-6441 — Levittown Shopping Center

Patent, White
Navy Blue
5 to 8 — 6.50
8 1/2 to 12 — 7.50
12 1/2 to 3 — 8.50
B - E



SIDE SHOW

Spring fancies
...FOR THE YOUNG AND YOUNG-AT-HEART!

are here at Levittown **SHOP - A - RAMA**

Fashions for the Ladies.

Spring Finery for Men and Boys'

Big and Little Sister

can doll up here too . . .

The widest choice of things and services to perk up your home and garden are also here. You'll love shopping in all the Shop-A-Rama stores. Join the thousands of value-wise shoppers at this ONE-STOP shoppers paradise.





Regular 17.98 and 19.98

BRAND NEW

SPRING DRESSES

13.88

Many styles . . . many types . . .

Prints . . . Ensembles . . . Costumes

Linens . . . Crepes . . . Sizes for Jrs.,

Misses, Women and Petites.

SHOP THURS. & FRI. UNTIL 9 P.M.

101st BIRTHDAY SALE

SAVINGS 20% TO 50% AND MORE

BRAND NEW Reg. 49.95 and 59.95

SPRING COATS AND SUITS

37.70



- all hand detailed • over 10 new fabrics
- all pure wools • over 25 new styles
- world's finest woolens • over 12 new colors

Sizes for Jrs., Misses, Women and Petites



IF YOU WANT TO SAVE 20% TO 50% ON NEW STOCKS OF SPRING FASHIONS

IF YOU WANT TO SEE EXTRA WIDE ASSORTMENTS IN EVERY DEPARTMENT

. . . THEN HEAD STRAIGHT TO YARDS 101st BIRTHDAY SALE

and remember ALL CHARGE PURCHASES PAYABLE IN MAY

CAREFREE BLOUSES

FAMOUS MAKE

Jeweled necklines, peter pan collars, and fluffy bows to mate with your favorite spring suits. Touch-as-you-go fabrics of dacron and nylon. Fresh, soft pastels, and whites. Short and three-quarter sleeves. Sizes 32 to 38.

Regular \$5.98

3.99



GALA PARADE OF SKIRTS

Choose your favorite skirt style from a wide assortment of slim lines and flares. Linens and miracle cotton fabrics. Solids, prints, checks and plaids in basic shades and new fashion tones. Sizes 10 to 18.

Regular \$5.98

3.99

NICE THINGS AT YARDS

THEY DO SELL

RAIN AND SHINE COATS
Brand new for spring. Balmacan and fitted poplin coats. All have convertible hoods. Navy - Beige - Sizes 8-18. Regular \$22.95 ... \$12.70

COSMETICS
Consumer's Special
Dry skin cleanser, night cream, skin freshner, dodorant, velvet veil, powder base, lipstick, shampoo, and body powder.
Regular \$.59 each ... 3 for \$1.18 plus tax

MEN'S PAJAMAS
Famous brand, high count new broadcloth. Every pair carries the regular stock. Coat and middy styles in sizes A, B, C, and D. Regular \$3.95 ... 2 for \$5.00

MEN'S SPORT SHIRTS
Huge selection of famous brand short sleeve sport shirts in the newest spring fashions. Dozens of styles and patterns from which to choose. Sizes S, M, L, and XL. Regular \$2.95 ... 2 for \$3.00

NYLON TRICOT SLIPS & HALF-SLIPS
Famous make, lavishly trimmed with lovely lace - all slips feature shadow panels - choose from several styles.
Regular \$5.98 ... 2 for \$7.00

BUY 2 AND SAVE \$4.96
BUY 4 AND SAVE \$9.92



101ST BIRTHDAY SALE

SAVINGS FROM 20% TO 50% AND MORE!

SAVINGS FOR WOMEN

DAYTIME DRESSES

Drip-dry cottons in the new spring colors. Choose from checks, plaids, and stripes. Misses sizes 12 to 20 and half-sizes 14½ to 24½. Regular \$5.98 ... \$3.99

DUSTERS

Lounge around the house in no iron duster. Choose from checks, plaids, solids, and stripes. Misses sizes 10 to 18. Regular \$5.98 ... \$3.99

HOUSEDRESSES

Famous make housedresses in beautiful plaids, checks, and the new spring prints. Sizes 12 to 20 and also half-sizes 14½ to 24½. Regular \$3.98 ... \$1.99

GALVANIZED TRASH CANS

Heavy duty garbage cans in the large 20½ gal. size. Rim is reinforced with wire and extra strength in handles. Tight-fitting lids included. Save now ... on this household MUST. \$4.49 value ... 2⁸⁸

JUNIORS' CHINO SLACKS

All-time favorites. Tapered legs, back trimmed with IVY LEAGUE buckle. Easy to wear and washable. Choose from black or beige in sizes 9 to 15. Regular \$3.98 ... 2⁹⁹

SPORTSWEAR, SEPARATES

TWO-PIECE LINEN SUITS

Famous make linen-like suits in three styles - Cardigan, Novelty double-breasted and Boy jackets with slim and flare skirts. All new spring shades. Sizes 9 to 15. Regular \$14.98 to \$17.98 ... \$8.99

JAMAICA SHORTS

In basic black or beige. Also colorful melon and soft blue. Exciting new fashion length shorts of WAMSUTTA CAVALRY TWILL. Sizes 9 to 17. Regular \$4.98 ... \$3.79

CRISP COTTON BLOUSES

Comfortable sleeveless styles with convertible peter-pan collars. Gay checks and stripes, as well as soft prints. Easy-to-care-for-cottons. Junior sizes 9 to 15. Regular \$3.98 ... \$1.99

COTTON KNIT T-TOPS

Famous brand in assorted stripes and solids. Dark tones, pastels, and gay stripes in basic and novelty styles. Four necklines from which to choose. Turtle neck, Bateau, V-neck, and Johnny collars. Sizes S-M-L. Regular \$3.98 ... 1⁹⁹

SAVINGS FOR CHILDREN

GIRL'S DRESSES

Special group of new spring styles. Choose from assortments of beautiful prints and newest spring colors. Sizes 3-6X, and 7-14. Regular \$5.98 ... \$3.99

CARTER'S PANTIES

Dimple dot knit in blue or pink violet prints. Of course, they are all first quality. Assortment in sizes 3 to 16. Regular \$.85 each ... 2 for \$1.00

BOY'S DRESS SHIRTS

Individually boxed with French cuffs, cuff links, and tie. Solids and prints, all of Sanforized cotton. Sizes 4-5-6. Regular \$2.98 ... \$1.99

BOY'S SPORT SHIRTS

Wrinkle-shed cottons with short sleeves and 2 way collar. Select from solid white with stitch trim and many assorted stripes. Sizes 4-5-6. Regular \$1.98 ... \$1.00

SAVINGS FOR BOYS

BOY'S IVY LEAGUE CHINO

Chino slacks in khaki or black. Full cut for comfort and vat dyed. Sanforized, too! Sizes 6 to 18. Regular \$3.98 ... 2 for \$5.00

BOY'S SPORT SHIRTS

Colorfast cotton with convertible collars. Sanforized and wrinkle-resistant. Choose from a wide selection of patterns. Short sleeves for spring and summer wear. Sizes 6 to 18. Regular \$1.98 ... 2 for \$2.50

BOY'S SPORT COATS

All wool Ivy League sport coats in stripes and checks. 3 button - center vent. Sizes 13 to 20. Regular \$14.95 ... \$11.94

THEY DO SELL

NICE THINGS AT YARDS

SHOWER CURTAINS

Extra heavy plastic in all wanted colors and patterns. All perfect quality. Limited quantity. Regular \$1.98 ...

79¢

Sorry ... no mail or phone orders

FIELDCREST COVERLETS

Extra heavy LADY HAMILTON heirloom pattern with washable, scalloped ball fringe. Antique white. Slight irregulars. \$9.98

Regular \$19.98 ...

TABLECLOTH

Lazy daisy rayon and dacron table cloth, completely washable and crease resistant ... no ironing necessary ... just drip-dry. Choose brown, and gold. Size 52x52 ... Regular \$2.98 \$1.98. Size 52x68 ... Regular \$3.98 \$2.98

SEERSUCKER SPREADS

Famous duet style in white grounds with colored ruffles. Perfect quality, full size. Choose from red, pink, green. \$3.98

Regular \$6.98 ...

SLUMBERLAND SPECIALS

ALL GUARANTEED FOR TEN YEARS AGAINST STRUCTURAL DEFECTS BY FAMOUS SLEEP-MASTER

FIRM BACK MATTRESS

Exclusive ortho-centric construction and extra firm for back support. Protect against "morning backache." Regular \$69.50. Twin or full size ...

\$49.50

SPINAL PEDIC MATTRESS

14 layer ortho-centric construction. 15% added filling for surface comfort and long life. Heaviest gauge super firm innerspring unit. Regular \$79.50. Twin or full size ...

\$59.50

FORM-O-PEDIC MATTRESS

10 layer ortho-centric construction. Extra well filled for comfort. Firm coils built in for back support. Twin or full size. Regular \$59.95 ...

\$39.88

SHOP THURS. & FRI. UNTIL 9 P.M.

101st BIRTHDAY SALE

\$50.00 OFF

ON THIS
EXCITING
NEW

POWER MOWER

BIG 21"



BIG 23-inch

1957 Deluxe Model

Look at these
FEATURES!HEAVY DUTY
LONG LIFE
PREMIUM ENGINE

2 3/4 H.P.

- 4 cycle Clinton engine
- Recoil starter
- Free side chute leaf mulcher
- Guaranteed steel ball bearing wheels
- Vacuum action lifts grass up
- Chrome handle

\$59

Regular \$139.95

WHAT A BUY!
DECORATOR DRAPERYES

By CAMEO

All perfect quality. 50 inches wide, pleated to the pair, and 90 inches long. Heavy linen-like fabrics with a delicate, permanent flocked design. Colors are white flocking on turquoise, white, copper, sand, nutmeg, green, melon and gold.

We bought the entire stock of these draperies as the famous Cameo Mills discontinued the pattern.

Hurry please . . . quantities are limited.

3.99

Regular \$10.98

RCA VICTOR SWIVEL TV

“aims” picture and sound
anywhere in the room!

REG. 299.95



Brand New 1957 Model

\$249.95

NOW

The Enfield. 261 sq. in. viewable area. Phono-jack. Tone control. Model 21T738.

SEE THIS AND MANY OTHER BRAND NEW 1957
TV's FANTASTICALLY REDUCED

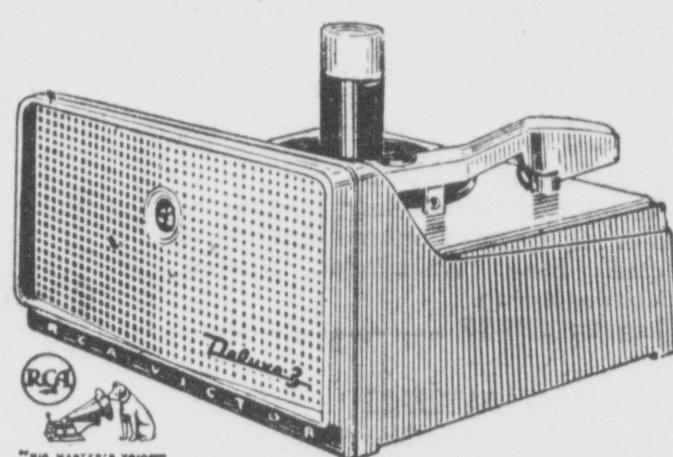
39 Hit Songs by HARRY BELAFONTE—\$5.00

originally \$14.90—when you buy any automatic

RCA VICTOR 45" Victrola"

You're in for a thrill when you hear Harry Belafonte sing hits like "Brown Skin Girl," "Mark Twain," "The Jackass Song," and many others on a new automatic Fabulous 45" Victrola"® by RCA Victor. That's because the Fabulous "45" is the world's most popular, most trouble-free record playing system. 4 models have "Golden Throat" tone. The Mark VIII even brings you true High Fidelity sound! All sets are beautifully styled, too. Get yours today!

Model 7EY1 Shown

Only **32⁹⁵**

The world's most popular, most trouble-free record playing system

SHOP THURS. & FRI UNTIL 9 P.M.



101st BIRTHDAY SALE

SAVINGS 20% TO 50% AND MORE

DAYTIME DRESSES

Drip-dry cottons in the new spring colors. Choose from checks, plaids, and stripes. Misses sizes 12 to 20 and half-sizes 14½ to 24½.

Regular \$5.98 3.99



DUSTERS

Lounge around the house in no iron dusters. Choose from checks, plaids, solids, and stripes. Misses sizes 10 to 18.

Regular \$5.98 3.99



GIRL'S TOPPERS

Washable — 100% nylon in fashionable shades of white, pink, and aqua. Features belted back, turn-up sleeve, and side pockets.

Sizes 5 to 6X Regular \$14.98 8.99

Sizes 7 to 14 Regular \$16.98 10.99

Preteen 10-16 Regular \$18.98 12.99

what's spring
without a
H at?



One of the nicest things about spring is that it gives you a chance to wear hats as lovely as ours... every one frankly flattering in the season's newest shapes and shades flaunting such feminine wiles as pretty posies, ribbons and glamorous veils. Choose now.

Regular to \$7.98 5.00

GIRL'S DRESSES

SPECIAL GROUP OF NEW SPRING STYLES — CHOOSE FROM ASSORTMENTS OF BEAUTIFUL PRINTS AND NEWEST SPRING COLORS
SIZES 3-6X and 7-14

Regular
5.98

3.99

THEY DO SELL NICE
THINGS AT YARDS



SPRING COATS

For The Little Miss

Famous-make 100% wool coats. Fitted styling, with grow-a-year hem and sleeves. Assorted spring shades.

3-6x Regular to \$22.98 14.99

7-14 Regular to \$25.00 16.99

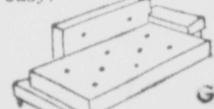


HERE'S THE STORY!
Divan beds, sofa beds and studio couches, the 3 types of dual purpose furniture, differ in the way they open to provide sleeping surface.



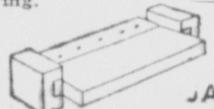
DIVAN BEDS

Remove cushions, unfold seat base to make full size bed.
✓ an individual innerspring mattress that is lastingly firm, designed to fold in two places and provide maximum sleeping comfort.
✓ effortless opening and closing with counter-balanced steel frame. Just pull handle, bed swings into position, folds away with bedding.
✓ easy care . . . seat and back fit smoothly for neat appearance, easy cleaning. Entire divan tips forward, no dusting behind it easy!



GLIDE-OUT SOFA BEDS

Slide seat forward to add width and make twin size bed.
✓ easy to open . . . merely glide seat forward away from back without moving away from wall. A new concept in convenience and comfort.
✓ better appearance . . . mechanism of the glide-out feature allows off-the-floor construction and new flexibility in decorator styling.



JACK-KNIFE SOFA BEDS

Lower back to level position to make bed for two.
✓ comfort and convenience . . . jack-knife sofa beds open easily without center valley.



STUDIO COUCHES

Pull out . . . coil spring mattress for full or twin size beds.
✓ low cost versatility . . . single double or twin bed sleeping comfort all in one compact and smartly designed seating unit.
✓ sturdy, comfortable construction . . . seat cushion mattress with buoyant coil springs and strong metal frame built for hard wear.

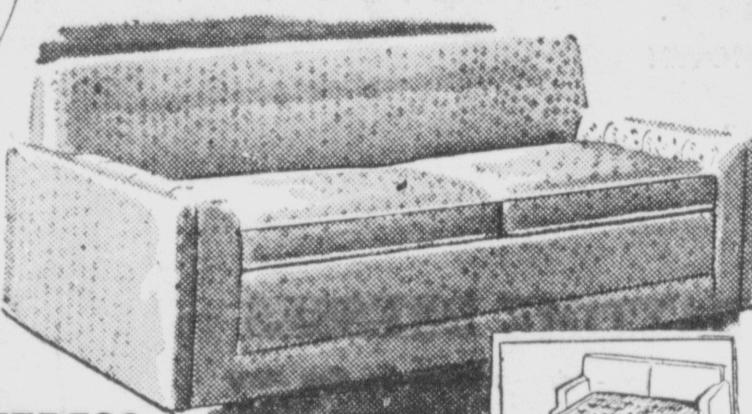
REGULARLY 179.95
HARMONY HOUSE

DIVAN BED

\$149 SAVE 30.07

FEATURES 252-COIL MATTRESS
AND INNERSPRING CUSHIONS

\$15 DOWN* BALANCE ON SEARS EASY PAYMENT PLAN



Day or night you'll find this divan bed offers the utmost in comfort! Full innerspring cushions, reversible for extra wear. Converts in seconds to a comfortable double bed with softly padded, 252-coil innerspring mattress. Trim styling decorator colors.

gay print and solid color trim on this
versatile studio couch

Regularly 79.98 ONLY
Save 11.98 \$7 DOWN* **\$68**

Attractive styling in a comfortable daytime couch. Back lowers and extends to form a double bed or twin beds. Double-cone coil spring base. 3 colors.

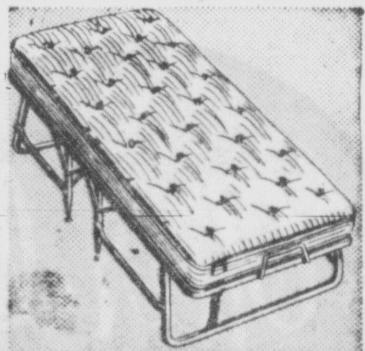
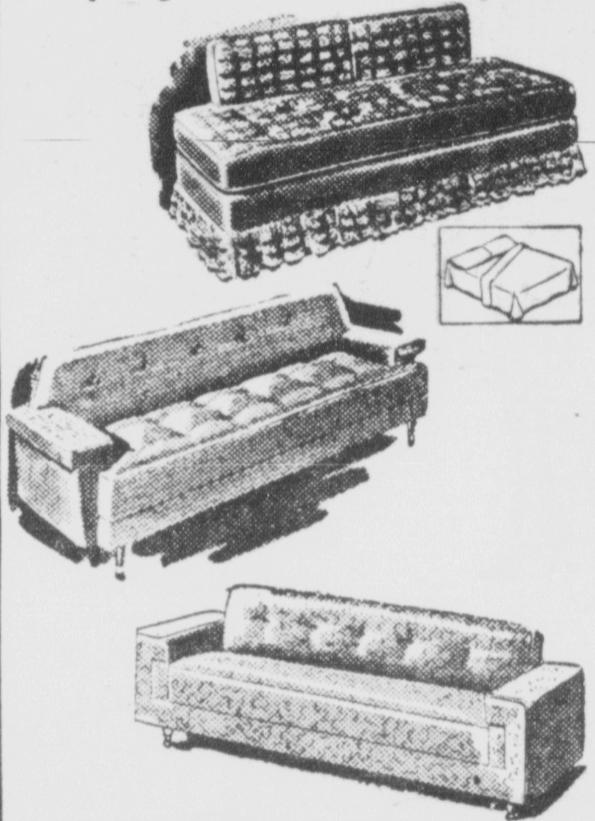
king-size sofa styling in 88-inch length
magnificent new sofa bed

Regularly 94.98 ONLY
Save 11.98 \$7 DOWN* **\$74**

Here's a real dream-team in comfort and styling! Coil spring base glides out to make twin size bed. Textured cotton tweed.

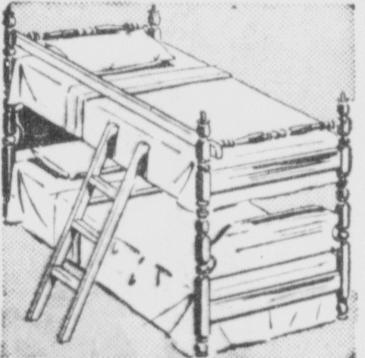
sofa bed with massive arm styling

Opens without moving from wall! Coil spring seat and back. Heavy boucle or frieze in 9 decorator colors.
Only \$9 Down*

Fold-Away Bed And
Mattress Special!

Save 13.07
\$3 Down* **29.88**

Comfort, convenience, economy! Steel frame folds, adjusts 3 ways. 126-coil softly padded mattress 39-in. wide.

Ruddy Maple Finish
Hardwood Bunk Beds

Reg 34.95 **24.88**

Special
\$2.50 DOWN*

Unusual low price! Sturdy construction, solid post stock. Ladder and guard rail included. Converts to twin beds easily.

Special Purchase Buy
On Honeysuckle Crib

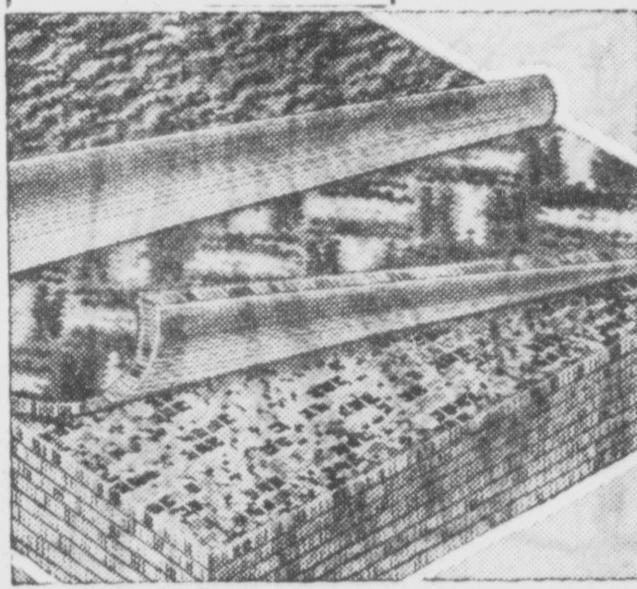
Reg. 34.95 **27.88**

Only
\$2.80 DOWN*

Natural finished hardwood crib with panel ends, drop sides, 3 position springs. 42-coil mattress.

7.88

USE SEARS EASY
PAYMENT PLAN
Purchases Totaling
\$20 Or More!



For Color, Beauty and Complementary Texture Buy This

Axminster Rug

REG. 74.88

- 9x12-ft. room size
- Gray, nutria colors

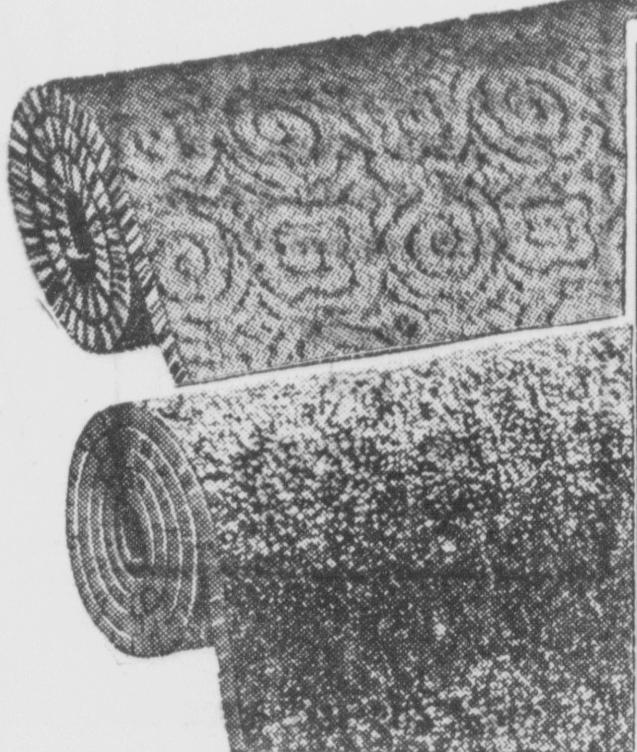
SAVE 24.89

49.99

\$5 DOWN*

Perfect for rooms where economy is the keyword. Fine wool surface pile like that in costlier rugs. Textured designs blend with any decorating scheme. See it at Sears, buy now to save!

for fashion floors — check Sears vast carpet selection and find
every weave, pattern, color you like!



swirl pattern high-low-loop pile carpet

- Vat dyed for color fastness
- Choice of eight colors
- Carpet rayon and nylon pile

6.95

sq. yd.
9, 12, 15-ft. widths

cut to any room size

9x12 ft.	87.90	12x13 1/2 ft.	131.10
9x15 ft.	108.75	12x15 ft.	145.00
15x15 ft.	181.25	15x21 ft.	250.75

popular plain or tweed tufted carpet

- Choice of 7 stock dyed colors
- 3-ply carpet rayon and nylon yarns
- Plasticized latexed jute back

4.95

sq. yd.
9, 12-ft. widths

Cut to any room size

9x12 ft.	64.38	12x13 1/2 ft.	95.82
9x15 ft.	79.35	12x15 ft.	105.80
9x18 ft.	132.25	12x21 ft.	145.72

Phone WI 6-2100 for Free Shop-At-Home Service — Buy today on Sears Easy Payment Plan

Satisfaction guaranteed
on your money back

SEARS, Levittown, Pa.

OPEN MON., THURS., FRI. NITE 'TIL 9 P.M.
OTHER DAYS 'TIL 5:30 P.M.

PHONE
WI 6-2100

Sears is Your HOME IMPROVEMENT HEADQUARTERS!



Buy Now for Super Savings
NATIONAL PAINT SALE

WORKMASTER

SPECIAL SAVINGS ON MASTER-MIXED
LATEX PAINT

Dries to the touch
in just 2 hours

Velvety-soft finish is so easy to apply . . . adheres to most surfaces easily, leaves no brush or lap marks. Tools, drippings, clean up with water. Gal. covers up to 500 sq. ft., 1-coat. 15 spring-fresh colors available.

Reg. HOUSE 5.59 Gal. PAINT	4 99	Reg. SPAR 3.29 1/2 Gal. Varnish	2 66
Reg. 16-Ft. Extension 16.95 LADDER	10 88	Reg. ROLLER 1.39 SET	Only 1

REG. 4.89
3 55
GAL.
In Case Lots
of 4 . . .
Single Gallon 3.88



Stucco, Asbestos Siding and
MASONRY PAINT

REG. 6.29
SAVE
1.63 GAL. **4 66**
SINGLE GALLON . . . 4.99

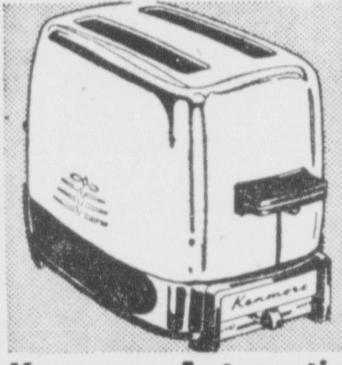
Ideal paint for stucco homes. Durable finish for inside or out, for stucco, asbestos siding, masonry.



Outdoor Wall
Lantern Bracket

Reg. 2.69
1-light . . . **1.88**

Here's a handsome way to bring light outdoors! Solid copper or solid brass. Fresnel type glass shade. 7-inches.



Kenmore Automatic
Hi Pop-up Toaster

Reg. 16.50
Chrome-plated . . . **11 85**

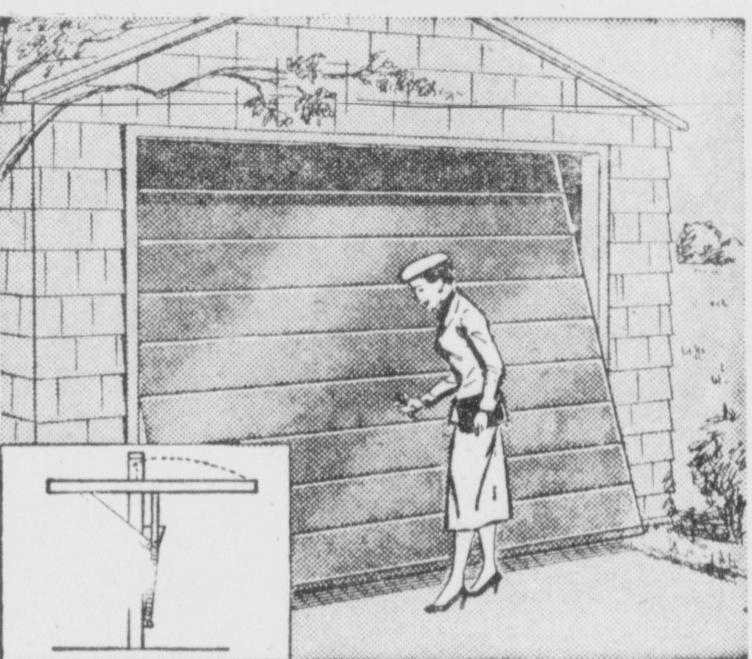
No need to adjust for different types of breads. Every slice is just right. Toasts light, dark or shades in between.



2-Speed Blender
Most Versatile Kitchen Aid

Reg. 29.25
Kenmore . . . **26.95**

Liquefies fruit, vegetables, purees soups, blends sauces, even shaves ice cubes. Graduated, lift-off glass jar.

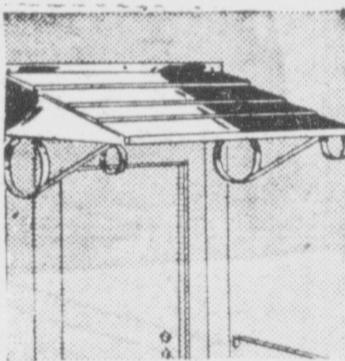


**Homart Easy Operating Steel
Overhead Garage Doors**

- 8-ft. wide x 7-ft. high
- Includes all hardware

REG.
65.95
\$60 95

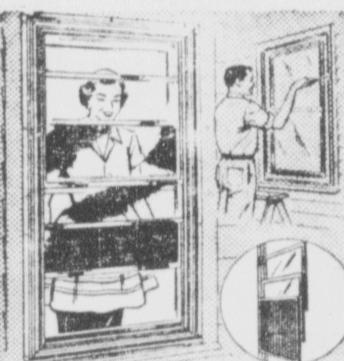
Spring balanced construction permits easy up-and-over opening. Strongly reinforced and cross braced. Gray painted finish takes hard weathering. Treated to resist corrosion. Other sizes available.



Homart Aluminum
Door Canopies

Reg. 12.95
48-in. Wide **11 95**

Protects against snow, rain and sun. Easy to set up and install yourself. Paint any color to match your home.



Homart Combination
Aluminum Windows

Reg. 17.95
Most Sizes **14.95**

Shut out winter cold . . . let in summer breezes. Panels slide up and down in seconds. Easy to install. All sizes.



Tileboard
Panels

4x4 **5 69**
ft.

Ideal for kitchen or bath! Resist moisture . . . colors stay bright. Big color selection.



USE SEARS EASY
PAYMENT PLAN

On Small Item Purchases
Totaling \$20 or More . . .
Ask Any Salesperson.

**SPECIAL PURCHASE! REPLACEMENT 3 PC. BATH TRIO!
INSTALLED ON YOUR FIRST FLOOR!!**

CALL WI 6-2100 FOR
MORE INFORMATION!

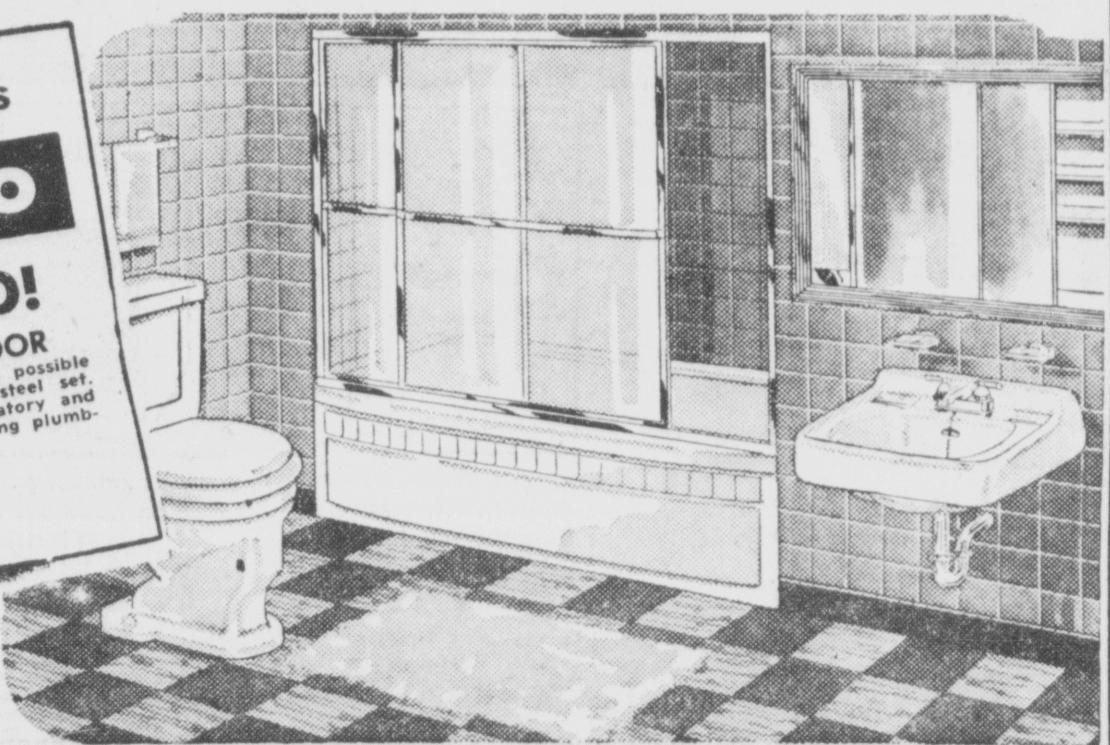
Same Quality as Our 394.00 Steel Sets
HOMART BATHROOM TRIO

INSTALLED!
ON YOUR 1ST FLOOR
Only a special purchase makes possible
such a savings on this white steel set.
Porcelain enamel on this white steel set.
Toilet, connected to your existing plumbing!

\$339

NO MONEY DOWN ON M.C.P.*

*No Money Down, Up to 36 Months to Pay
On Sears Own Modernization Credit Plan



VALUE DEMONSTRATION FEATURE!



SEARS
ROEBUCK AND CO.
LEVITTOWN, PA.

KENMORE...BY FAR, AMERICA'S
LARGEST SELLING AUTOMATIC!



5-YEAR
WARRANTY!



ONLY NEW KENMORE HAS GIANT
10-LB. CAPACITY PLUS BUILT-IN
FILTER AT THIS LOW PRICE

Filter works even when water is low or the load is small. Filters lint and fuzz during both wash and rinse to give you the cleanest clothes possible.

NOW ONLY
\$178
\$5 DOWN*

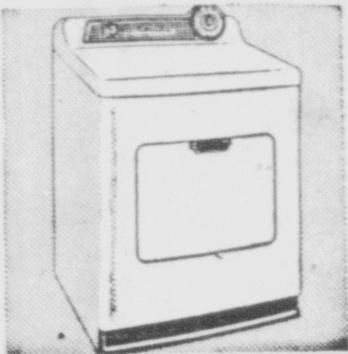
* Balance Monthly On
Sears Easy Payment Plan

COMPARE!

OTHER FEATURES FOR EASIER WASHDAYS

- Three water temps . . . wash any fabric safely
- Six vane agitator . . . washes more thoroughly
- Porcelain tub . . . no rust-stained clothes

Save MORE with KENMORE



Kenmore Automatically
Dries Any Fabric Safely,
Gently

\$158 ONLY
\$5 DOWN*

Three separate heat selections . . . you dry any fabric better than the sun. Sun-Fresh lamp makes clothes smell as sweet as all outdoors. Handy Load-A-Door. Up to 10-lb. capacity. Interior light.



Kenmore Washer Has
Built-In Filter for
Cleaner Washing

\$138 ONLY
\$5 DOWN*

• Visi-Matic Wringer

Filter cleans and recleans wash water to give you the cleanest clothes possible. Visi-Matic wringer safely wrings even your daintiest fabrics. 9-lb. capacity. All-fabric timer. Drain pump.



Now! Fastest-ever Cooking
on Kenmore 30-inch
Electric

138⁸⁸ ONLY
\$5 DOWN*

Compare at 199.95

New top unit . . . America's fastest! New Infrared MicroRocket unit heats up to 30% faster than other units, costs no more to operate! Prepare family feasts in the giant 24-in. oven. Waist-high broiler with pan and rack. Save!



Big Value! Low Price!
8.3 cu. ft.

Coldspot Refrigerator

\$158 ONLY
\$5 DOWN*

Get more for your money with Coldspot! Big 26 lb. capacity freezer chest! Chiller shelf stores 12½ lbs. of fresh meats! Plenty of room for eggs, bottles, snacks, in the door! Net 7.7 cu. ft. capacity.



Coldspot 12.8
Freezer-Mate

Refrigerator Top to Bottom

\$329⁹⁵ ONLY
\$10 DOWN*

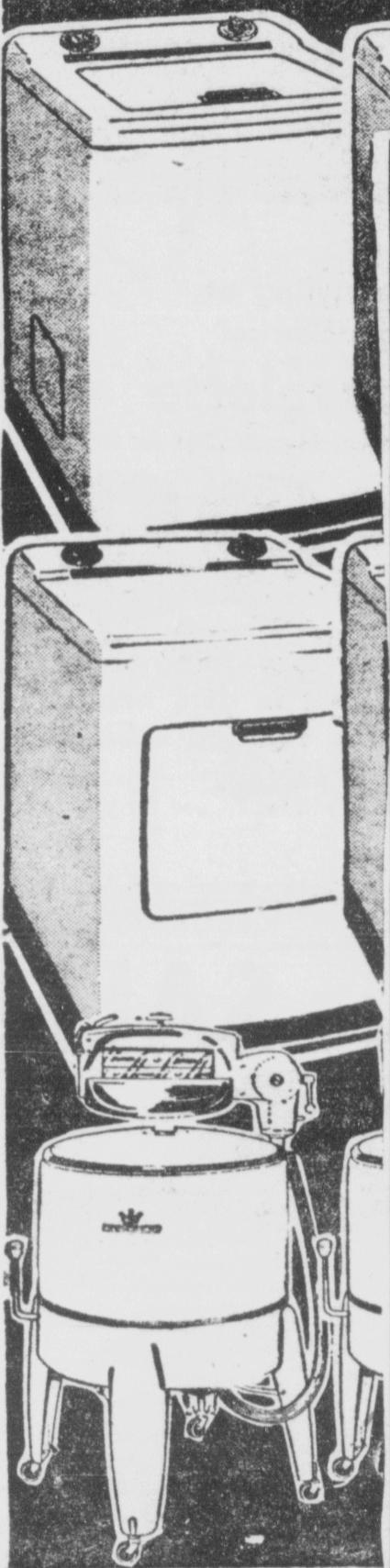
Here's the refrigerator if you own a freezer! No space taken out for a freezer chest! Has roll-out shelves for convenience! Giant twin crispers! Largest fresh food capacity of all! Net 12.5 cu. ft.

SEARS
ROEBUCK AND CO.
Levittown, Pa.

FLOOR SAMPLE CLEARANCE SALE

Sale includes floor samples, demonstrators, some brand new, some as-is and some still in crates. Some slightly marred. Sorry, no mail, phone or C.O.D. orders.

*Limited Quantities of Clearance Models * All Sold with Sears Guarantee * Shop early!



KENMORE WASHERS, DRYERS

COMPARE

AT

	Save	NOW
169.95 7-lb. Hydra Swirl Washer	61.07	108.88
249.95 9-lb. Pushbutton Automatic Washer	91.07	158.88
229.95 9-lb. 2-Speed Automatic Washer	71.07	158.88
259.95 9-lb. 2-Speed DeLuxe Automatic	51.07	208.88
239.95 9-lb. Standard-Built In Filter Automatic	51.07	188.88
249.95 9-lb. Built In Filter Automatic	50.07	199.88
259.95 9-lb. 2-Speed Standard Automatic	41.07	218.88
269.95 9-lb. 2-Speed DeLuxe Automatic	51.07	218.88
269.95 9-lb. 2-Speed Built In Filter Automatic	41.07	228.88
199.95 9-lb. Standard Electric Dryer	91.07	108.88
189.95 8-lb. DeLuxe Electric Dryer	61.07	128.88
189.95 9-lb. Special Electric Dryer	41.07	148.88
219.95 9-lb. DeLuxe Electric Dryer	51.07	163.88
239.95 26" DeLuxe Ironer	61.07	178.88

COMPARE

AT

	Save	NOW
199.95 8 Cu. Ft. Standard Coldspot	41.07	158.88
239.95 12 Cu. Ft. Standard Coldspot	41.07	198.88
349.95 12 Cu. Ft. Freezer-Refrigerator	61.07	288.88
419.95 11 Cu. Ft. Automatic Supermart	101.07	318.88

COLDSPOT FREEZERS

Compare

At

	Save	NOW
299.95 10 Cu.Ft. DeLuxe Chest Freezer	41.07	258.88
329.95 15 Cu. Ft. Standard Chest Freezer	76.07	253.88
459.95 18 Cu. Ft. DeLuxe Upright Freezer	81.07	378.88
469.95 20 Cu. Ft. DeLuxe Chest Freezer	81.07	388.88
219.95 ½ H.P. Standard Air Conditioner	53.07	166.88
349.95 1½ H.P. DeLuxe Air Conditioner	61.07	288.88
389.95 2 H.P. DeLuxe Air Conditioner	51.07	338.88
289.95 ¾ H.P. Casement Air Conditioner	51.07	238.88

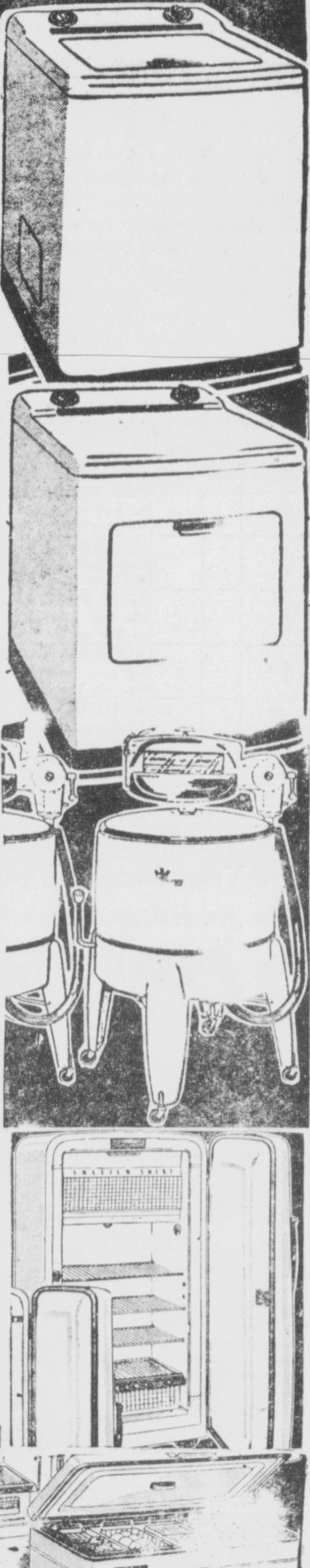
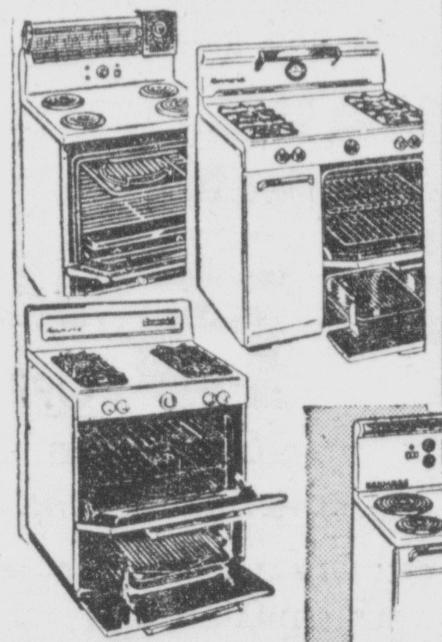
KENMORE RANGES

COMPARE

AT

	Save	NOW
119.95 30" Standard Gas Range	31.07	88.88
159.95 36" DeLuxe Gas Range	41.07	118.88
199.95 30" Standard Electric Range	61.07	138.88
299.95 36" DeLuxe Electric Range	71.07	228.88
349.95 30" Custom Electric Range	81.07	268.88

ONLY \$5 DOWN ON APPLIANCES UP TO \$200
ONLY \$10 DOWN ON APPLIANCES OVER \$200
BALANCE ON SEARS EASY MONTHLY PAYMENTS

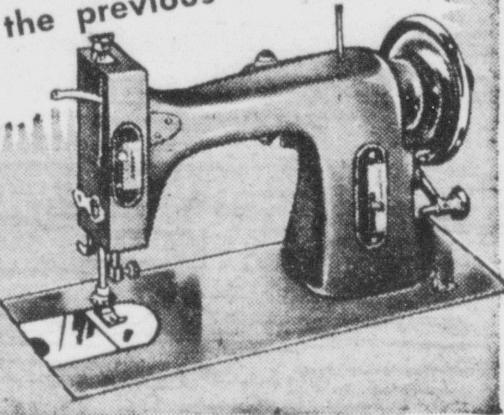




\$5.00*

**Buys You A Full Rotary
PORTABLE SEWING MACHINE**

Save 30.00 over our price
for the previous model!



American
Made and
Sears
Guaranteed

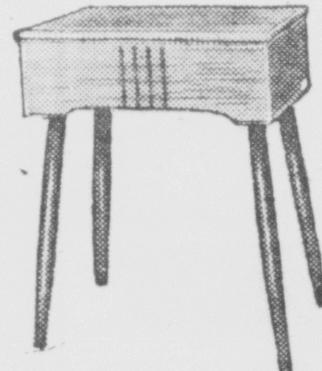
Now you can have a brand new, full size sewing machine for the same price as it would cost for mostrebuilt! American made, you'll never have a long "ocean-voyage" wait for parts. Sears sold, service will always be as near as your telephone. Note carefully all the features listed on the other side of this sheet. Use this list as your check-list. Shop with it, and compare. Then buy your sewing machine at Sears . . . the store with a satisfaction guarantee you know you can trust!

* Balance Monthly on Sears Easy Payment Plan

SEARS MODEL	BRANDS A	BRANDS B	CHECK THESE FEATURES!
✓			FULL ROTARY HEAD No half rotary compromise! You're sure of silk-smooth rotary sewing action.
✓			HINGED PRESSER FOOT Eliminates the need for basting, you can sew over pins, heavy seams, too.
✓			SEWS FORWARD AND REVERSE You get professional sewing action . . . no half-useless "promotional" model.
✓			AUTOMATIC DARNING RELEASE Set your machine quickly, easily for darning. No special attachments needed.
✓			AUTOMATIC BOBBIN WINDER Your machine does the winding! There's never time lost doing it by hand.
✓			TENSION AND STITCH REGULATORS Stitch and numbered tension adjustment keep your stitches neat and strong.

Have Your Machine in a Console
at No Additional Down Payment!

29.95



Stunning mahogany finished console fits in anywhere. Constructed of hardboard and hardwood.

JUST LIKE CUSTOM-MADE!

Adjusta-fit

SLIP COVERS

Fit most all furniture styles—perfectly! Gold accent prints, textured solids. Nylon seams and overlocked edges. Big choice of Harmony House decorator colors.

CHAIRS

Reg. 14.98 — 9.99

SOFA

Reg. 26.98 — 21.99

STUDIO

Reg. 18.98 — 16.99

DAVENO

Reg. 19.98 — 17.99



Made in separate
parts . . . to fit bet-
ter, launder easier
iron flat. Easily ap-
plied.

**61.95 SAVINGS ON THIS
HANDSOME SILVERTONE T.V.**

**NO TRADE-IN
NEEDED!**

Lowest Prices in Town!
Keep Your Old TV for
Use as a Second Set!

**EXCLUSIVE! 2-YEAR
SERVICE IN THE HOME!**

Be sure of full TV enjoyment! Enjoy
preferred service plus:

AT NO ADDITIONAL DOWN PAYMENT

- 2-Year Picture Tube Warranty
- 2-Year Receiving Tube Warranty
- 2-Year Parts Warranty



**ONLY
\$5 DOWN***

handsome console styling at
less than table model price!

21-inch consolette

(overall diagonal; viewable area 261 sq. in.)

REG.

159.95

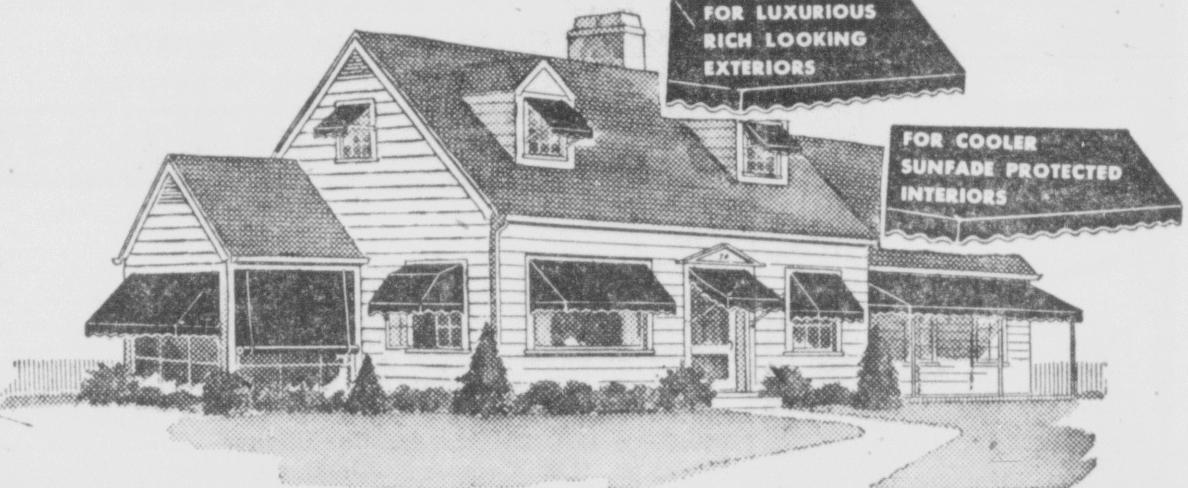
SAVE 61.95

\$98

- Handy, no-stoop, top tuning controls
- Ideal as second set in den, bedroom
- Smart, Mahogany finished cabinet

Yes, you can actually enjoy this big 21-inch consolette now at this low price. Come in today, see for yourself.

PRE-SEASON SALE!



styles, colors, sizes! Sears has
awnings to fit every purse and purpose!

**CUSTOM MADE
CANVAS AWNINGS**

**BUY NOW! PAY LATER!
NO MONTHLY PAYMENTS
UNTIL AFTER MAY 1st.**

Harmony House awnings let in
cooling breezes . . . block out
sun and rain. Sears has a style
and color for every decor! If
you wish, we'll install your awnings
for you. Buy now and save
15%!



Trailer Canopies add a
wonderful lounging patio. Give you pro-
tective comfort.



Stationary Awnings
make a terrace into a
room for gracious out-
door living.

**15%
OFF**

REGULAR PRICE!

ONLY 10% DOWN!



**CALL WI 6-2100 FOR YOUR
FREE ESTIMATE TODAY!**

SEARS
ROEBUCK AND CO.
LEVITTOWN, PA.

NOW! ONE LOW PRICE ON TV AND MATCHING BASE!

Silvertone
24-in. consolette

(overall diagonal; viewable area 331 sq. in.)

for
Only **\$148**

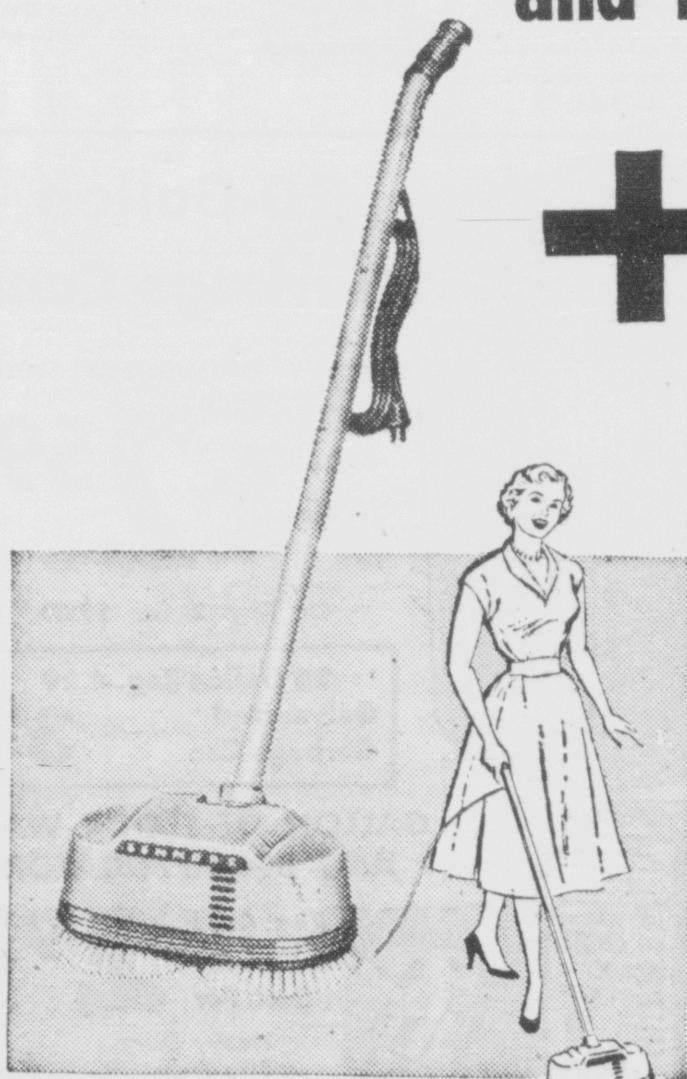
Nothing Extra to Buy . . . Nothing Extra to Pay!

Yes, you pay just this one low price for this big, big screen TV packed with exciting televiewing features. Handsome matching base swivels a full circle for all-angle viewing comfort.



WHY PAY MORE? BUY SEARS OWN BRANDS AND SAVE!

Kenmore Twin Brush Action Floor Polisher and Kenmore Canister Cleaner



**CLEANING
SATISFACTION**

Both for Only

59⁹⁵

ONLY \$5 DOWN*

**Two Terrific
Appliances for Less
than You'd Expect
to Pay for One!**

- Quick double brush polishing action
- Leaves a 12-in. "path" of beauty
- Gives floors a high-gloss finish
- Convenient 18-ft. rubber cord

separate
sale
price

34⁹⁵

- Economical, lightweight cleaner
- Efficient thorough cleaning action
- Disposable paper dust bags
- Complete with five attachments

separate
sale
price

34⁹⁵

*BALANCE MONTHLY ON SEARS EASY PAYMENT PLAN

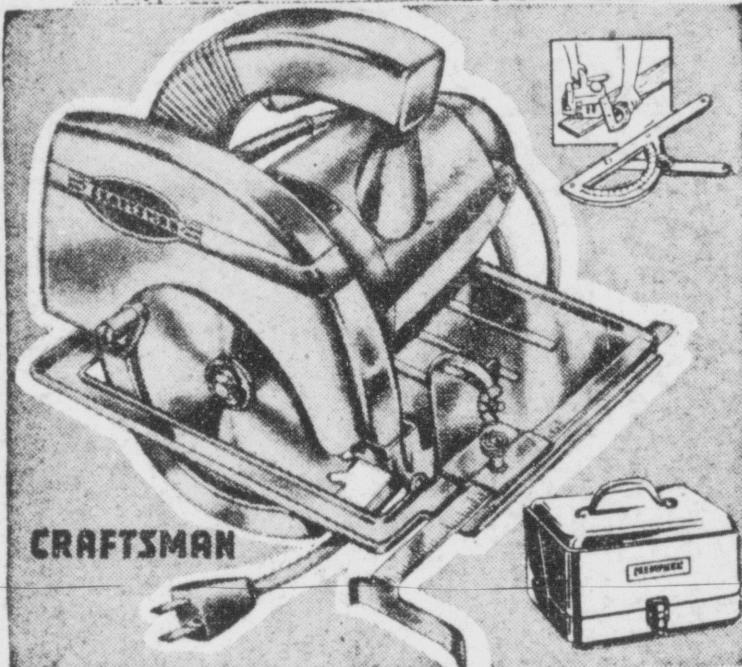
SEARS ANSWERS YOUR HOME IMPROVEMENT NEEDS!



Hundreds of Items at
Exciting Reductions

SALE
spring savings
SALE

Buy While Prices Are Low!



Powerful Yet Lightweight Craftsman 5½-in. Power Saw

- Cuts dressed 2x4 at 90°
- Motor develops 3/4 HP

31 88
\$5 Down
Regularly 34.95

Designed for the home craftsman. Handy and lightweight with big saw capacity! Handle over center of motor for better balance. Has built-in ripping guide
Saw Guide \$3.75 Carrying Case \$4.79



YOUR CHOICE

Biota Excelsa 18-24" Reg. to 5.98
Juniper Stricta 9-17" 1 99
Gold or Green Cypress 18-24" ea.
American AV 15-18" Reg. to 3.98
Illex Convexa Bullata 12-15" 2 99
ea.

Juniper Andorra 12-15" Reg. to 4.98
Blue Moss Cypress 30-36" 3 99
American Boxwood 18-24" ea.
And Many Others

Juniper Helyi 18-24" Reg. to 4.98
Illex Rotundifolia 18-24" 2 44
And Others

Economy
LawnSeed
2 pounds

88¢
Fast and thick growing.

BUNDLE OF 3 FRUIT TREES
Sample Kiefer Pear - Golden Peach
Bundles Wealthy Apple

DWARF APPLE TREES
RED DELICIOUS
YELLOW TRANSPARENT
NORTHERN SPY
McINTOSH

2 22
ea.

FLOWERING SHRUBS
BUNDLE OF 3

FORSYTHIA
FLG. QUINCE
SPIREA V.M.
And Many Others!

1 00

**Top Value
Spreader**
25-lb. cap. **5 99**

Have this fine
spreader at the
lowest price ever.
Agitator for even
spread.

YOUR CHOICE OF TREES
GREEN ASH
AMERICAN ELM
BECHTELS CRABS
PURPLE LEAF PEACH

1 00
ea.

it Trims...it Cuts Terraces

TRIMS
Cuts close to walks, shrubs, flower beds.

TERRACES
Cuts terraces without scalping lawn.

SAVE \$10.95

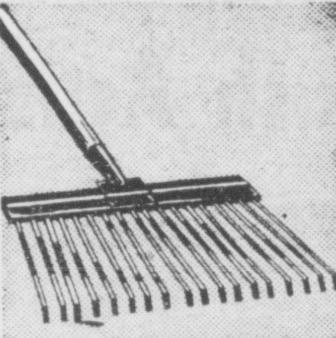
Regular

19-INCH ROTARY MOWER

Easy-to-handle, weighs only 47 lbs. 2 H.P., 2-cycle engine. Cut is adjustable 1 1/2 to 3 1/4 inches. Cuts tall weeds or grass with a lot less work. Buy your mower now, save!

Reg. \$59.95
\$49

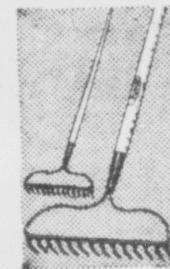
Only \$5 Down, Balance on Sears Easy Payment Plan



Popular Broom-type
Design Lawn Rake

66¢

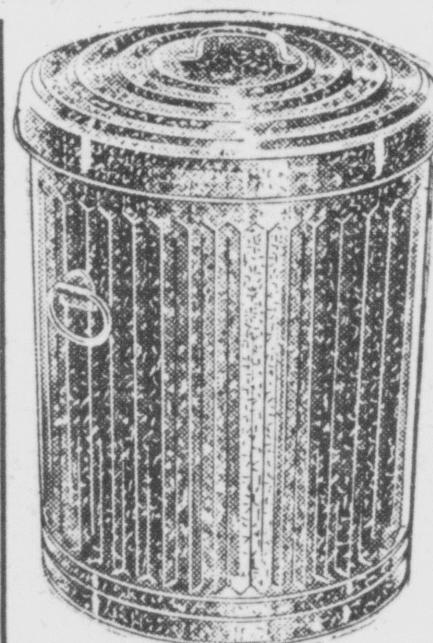
Cleans your lawn of grass clippings or leaves without tearing up the turf. 18 spring steel tines. At Sears.



Bow-type
Rake

Reg. 2.39 **1 88**

15-in. wide head has 14 curved teeth—each 3 1/4 inches long. 5-ft. ash handle.



20-Gallon Garbage Cans

HEAVY GALVANIZED STEEL

Reg. 3.59
2 59

SAVE 1.00

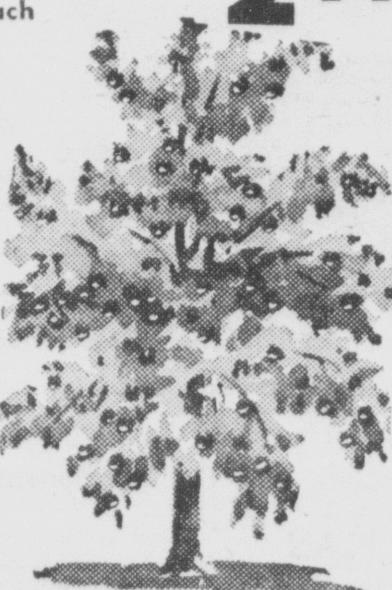
Or Buy 2 for \$5.00

26 Gallon Reg. 4.29
Galvanized
Garbage Can **3 66**

GALLON OF FLOOR WAX AND 89c APPLICATOR

Reg. 4.08
Value
Both For **2 99**

Heavy Duty
Slip Resistant
Scuff Resistant
Ideal for all Floors



24 LINE OUTDOOR DRYER

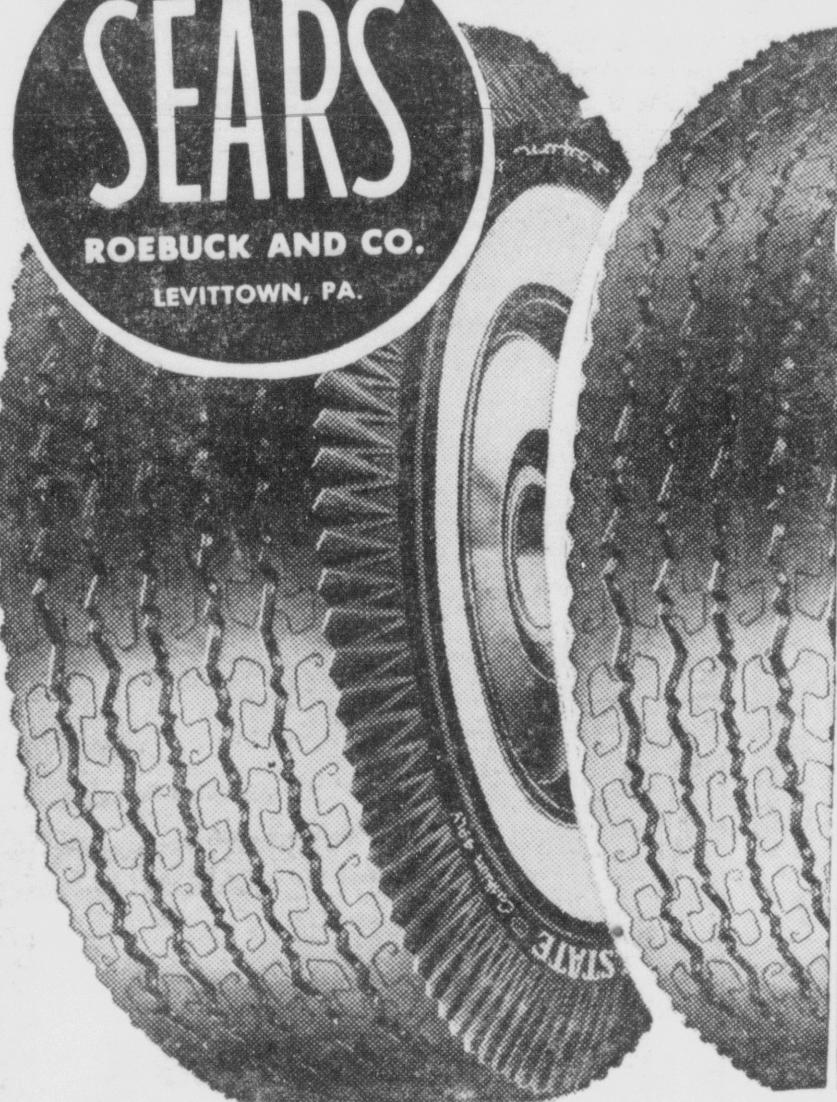
Reg. 17.95
11 88

SAVE
Over 6.00

30 LINE DRYER REG. 19.95—17.88



GET THE TIRE SAFETY YOU NEED!



FAMILY

MAKES THEM STRONGER!

Now With NYLON CORD . . . At Extra Low Prices!

ALLSTATE Silent CUSHIONS

Reg. No. Trade-In Price, Each 29.75

24 95

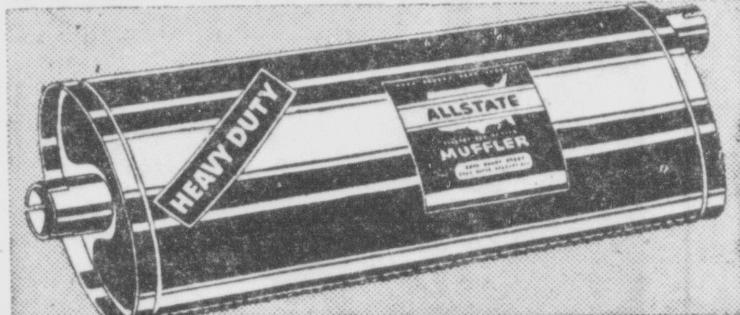
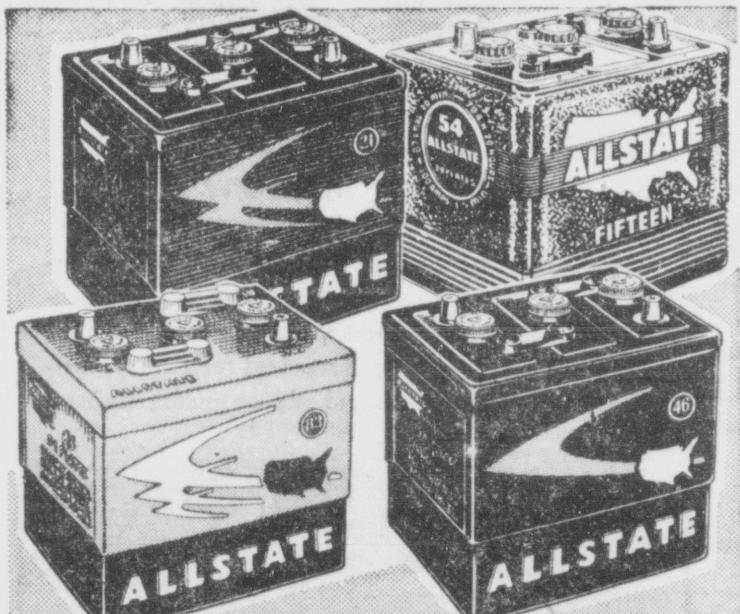
6.70x15
each,
in pairs,
plus tax
tubetype
whitewall

AND YOUR OLD TIRES

BLACKWALL TUBE TYPE 6.70 X 15
19.25 EACH IN PAIRS, PLUS TAX
AND YOUR OLD TIRES

TUBE TYPE BLACKWALLS				TUBE TYPE WHITEWALLS			
Size	Regular No. Trade-in Price, Each, Plus Tax	Trade-in Price Each, In Pairs Plus Tax	Down Payment In Pairs	Regular No. Trade-in Price, Each, Plus Tax	Trade-in Price Each, In Pairs Plus Tax	Down Payment In Pairs	
6.70x15	24.75	19.25	3.90	29.75	24.45	4.85	
7.10x15	27.25	21.75	4.35	32.75	27.25	5.45	
7.60x15	29.75	24.25	4.85	35.25	29.75	5.85	
8.00x15	33.95	28.45	5.70	39.95	34.45	6.90	

ALLSTATE Batteries Are Power Packed, Ready to Use!



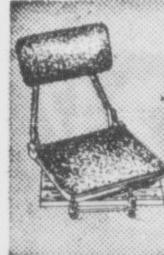
HEAVY DUTY MUFFLER NOW **8 95**

Includes Expert Installation

Allstate heavy-duty muffler gives you full engine power without annoying racket! Fits Fords '42-'53, Mercury '42-'48! Save now!

Ply. '49-'54 **10.19** Chev. '49-'52 **8.29**
Installed

PURCHASES TOTALING \$20 OR MORE
MAY BE MADE ON SEARS EASY PAYMENT PLAN



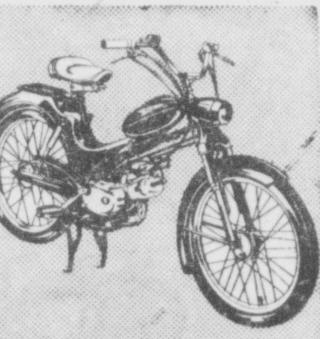
**Swivel Type
Boat Seat**
ONLY **9 49**

Swivels full circle
for fishing or run-
ning motor. Fastens
easily, safely.



**Kapok Filled
Boat Cushion**
ONLY **4 49**

Big 15 x 15 x 2-
inch cushion with
vinyl taffeta finish,
2 loop handles.
Red or blue.



Exciting Low Cost Transportation

ALLSTATE **179 95**
\$18 Down*

Get over 100 miles per gallon with
the Allstate Moped. Two speed trans-
mission. Maroon with chrome trim.



**2 1/2 Gallon
Fuel Can**
ONLY **2 79**

26 gauge steel,
galvanized to
prevent rust.
1/2-pt. oil meas-
ure. Strainer.

Command FEATURES



Exclusive
Regu-Lock
Key-set 3 differ-
ent hp's on the 12
- 5, 7 1/2 and 12.



Convenient
Power Panel
Centralizes all con-
trols for easy ac-
cess.



Sensi-Twist
Speed Control
Fast response at
high speeds; grad-
ual at low speeds.

DOUBLE GUARANTEE

1 year on parts
and labor, plus
Sears "Satisfaction
Guaranteed or
Your Money Back"
guarantee.

finest performance
ever in 1957 . . .

In Manual
and Electric
Start Models

Elgin "12" OUTBOARD MOTOR

292 95

\$30 Down*

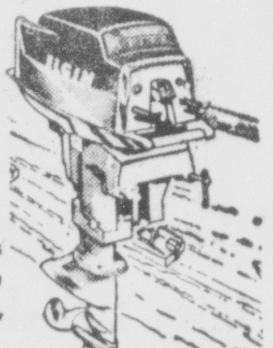
Small motor size, start-
ing ease and carrying
ease. Big motor power
and performance when
wanted. With Elgin
Regu-Lock.

7 1/2 H.P. Motor

222.95

\$23 Down*

Starts easy, trolls
evenly, without a
falter. Easy to stow,
easy to carry.



ELGIN 5 1/2 H.P. MOTOR

207.95 \$21 Down*

ELGIN 2 H.P. MOTOR

99.95 \$10 Down*

ELGIN 30 H.P. STANDARD MOTOR

424.95 \$43 Down*

ELGIN 30 H.P. MOTOR WITH STARTER

494.95 \$50 Down*

ELGIN RESERVOIR FUEL TANKS INCLUDED
WITH 5 1/2, 7 1/2, 12 AND 30 H.P. MOTORS

JUST 10% DOWN

on the motor of your choice

*Satisfaction guaranteed
or your money back*

SEARS, Levittown, Pa.

OPEN MON., THURS., FRI. NITE 'TIL 9 P.M.
OTHER DAYS 'TIL 5:30 P.M.

PHONE
WI 6-2100

Grants
KNOWN for VALUES



Men's Reg. 1.00
Sanforized
Broadcloth Shorts

68¢

Your best buy...our finest luxury 136 x 60 combed cottons...beautifully tailored for longer wear and the utmost in comfort. Novelty prints. 30 to 44.



Reg. 1.98
Nylon Tricot
Pettislip

147

First look says dollars more than our tiny price... heavenly 40 denier tricots lavishly trimmed with net and lace. Just one from a collection in S.M.L. sizes.

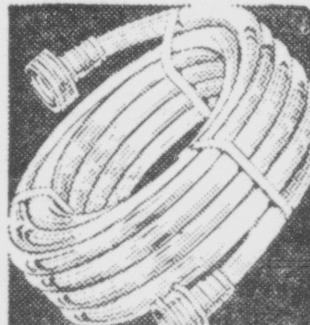


New Fashion Prints
Values to 98c yard

Polished
Cottons
47¢
yd.

Mademoiselle
Cottons
37¢
yd.

Fabulous fabrics tagged at a mere fraction of the original price.



Regular 2.69
Plastic Hose

237 50' length

Lightweight and flexible, guaranteed for 3 years. $\frac{3}{8}$ -inch diameter in red or green. Special purchase.



Miss Littlekins' 1.98 New
Spring Frocks...1-3: 4-6X

If you saw a \$2.98 price tag on these you'd say they were great buys! Now at this low price you'll rush for several. Check-cottons, polished and sateen cottons. Abundance of young trims, all boasting the newest paint-box colors.

66
Each



No Other Bike Like It
Boys' Girls' Trainer

20" balloon tires, safety coaster brakes, new safety trainer wheels, rustproof enamel finish, ball-bearing action, chain guard. Boys' in red; girls', pastel blue.
26" Bike: Boys' and Girls'
Reg. 42.98 **38.88**

29⁸⁸

"CHARGE-IT"
1.25 WEEKLY



LIMITED TIME ONLY
WERE 1.15 PAIR

New 2-thread I'sis
Stretch Sheer Nylons

44¢ pair

Stock up now

Guaranteed first quality. Your favorite miracle fitting stretch nylons... now in a new 2-thread construction for twice the wear, twice the beauty. Have them in Beige or Blonde. Sure-sized for Petite, Average and Tall. Buy pairs and add up greater savings!



Foam Cushion Heel & Arch
I'sis Casuals...Reg. 2.99

With foam cushioning walking is a pleasure! Our new Spring collection features the finest glove leather...smallest styling ever. Shoes are designed for perfect fit...longer wear. Buy 'em on sale now! Spring colors; sizes 4 to 9.

247

The Family Store

W. T. GRANT CO.

YOU MUST BE SATISFIED—OR YOUR MONEY BACK

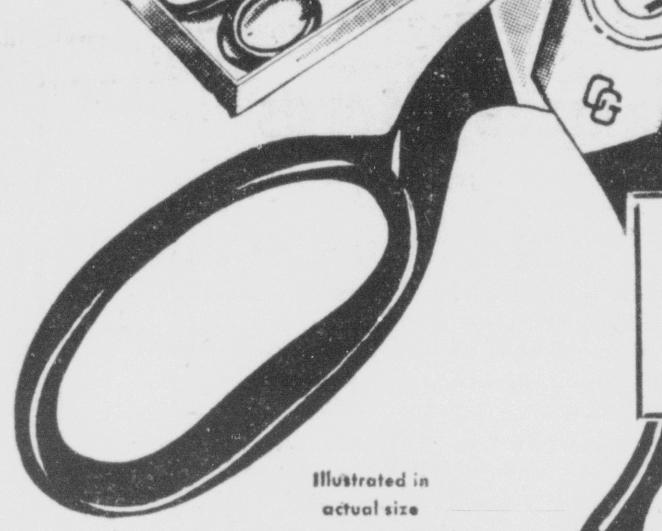
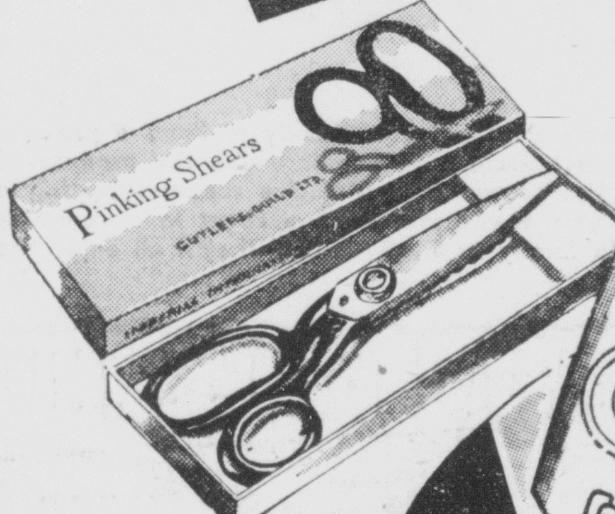
SHOP-A-RAMA
LEVITTOWN, PA.

TAKE HOME THIS

**\$5 GIFT
FREE!**

Grants

KNOWN for VALUES



Illustrated in
actual size

This Offer Good
3 DAYS ONLY!
Thurs., Fri. and Sat.
March 21-22-23

It's yours for the asking when you
open or add to your W. T. Grant
"Charge-it" Account. No money down

GET SET!
GRANT DAYS
MONEY AT
YOUR SERVICE

\$50

Only 1.75
weekly

\$100

Only 3.50
weekly

\$200

Only \$7
weekly

NO DOWN PAYMENT • TAKE MONTHS TO PAY

One-piece, leakproof
steel construction

3-CUBIC FT.
WHEELBARROW

9⁹⁸

It's the biggest, sturdiest
wheelbarrow at this price
we've seen in a long time.
Seamless tubular steel
frame built for rugged use;
wide-spread legs...non-tip.



'SUBURBAN'
GRASS SEED

Blend of best perennials

4-lb. CAN **3⁹⁸**

Designed to produce a
carpet of green turf, 1 lb.
seeds 300 sq. ft. new lawn.
1-lb. 98c 1/2-lb. clover 79c

GARDEN
TOOLS

HOSE

SEEDS

ROSE
BUSHES

FRUIT
TREES

SEE OUR LINE OF SUMMER FURNITURE



USUALLY 39.98

- DeLuxe innerspring mattress
- 1" Alcoa aluminum tubing
- Automatic comfort adjustment

6-FOOT CHAISE

The last word in outdoor com-
fort on this big, 6-foot chaise.
Lightweight, too; easy to move
about lawn while chasing the
sun. In floral or solid green.

24⁸⁸

1.25 weekly



**SAVE
36%**

2 1/2 HP. PINCOR
ENGINE

Compare with 109.95 mowers

22" ROTARY MOWER

69⁸⁸

1.75 WEEK

America's best mower buy: the new 1957 WTG,
most amazing mower development in years. Gives
you quicker starting, more power, wide 22" cut
... yet you pay up to \$40 less than comparable
best known makes. Powerful 4-cycle engine has
automatic governor to maintain constant speed.

Same mower with
renowned Briggs & Stratton Engine. **79.88**

Guaranteed by Grants & Manufacturer

W.T. GRANT CO.

SHOP-A-RAMA
LEVITTOWN, PA.

YOU MUST BE SATISFIED
OR YOUR MONEY BACK

LEVITTOWN "SHOP-A-RAMA"



Spring Preview

Over 50 famous stores at Levittown Shop-A-Rama welcome you and your family to have a preview of Spring and enjoy the pleasure of strolling the Levittown miracle mall bursting with the promise of Spring. Plenty of convenient, free parking adjacent to the shops of your choice makes shopping a joy at the Levittown Shop-A-Rama. And to add to this, you need never cross a street to shop every one of the more than 50 famous stores. Bring the whole family to Shop-A-Rama—they'll all enjoy the safety of this miracle one-stop shoppers paradise. . .

The Honor Roll of Shop-A-Rama's Famous Stores

MEENAN OIL CO.—complete automotive service center, inspection station and home fuel oil service.
SUN RAY DRUG CO.—the finest registered prescription service, including delivery, every drug store item, restaurant and thousands of other items.
PENN FRUIT CO.—the family supermarket with unequalled meat, fresh fruit and vegetable departments.
WATSON & SCHWARTZ INSURANCE—insurance for home, family, business and every commercial enterprise.
J. HALPERIN & CO. OF PENNSYLVANIA—Levittown's oldest and most dependable real estate office.
AJAX CLEANERS—quality cleaning service, in 3 hours when required and 2-day shirt laundering service.
THE PHILADELPHIA NATIONAL BANK—complete banking service and where you can keep your valuables in modern safe deposit vaults.
THOM McAN SHOES—famous for men's, boys' and women's shoes at thrifty prices.
SHELLENBERGER'S CANDY—finest selection of candy and gifts for every occasion.
LA CASA DELICATESSEN—Large Jumbo sandwiches for lunch and a full line of Kosher, imported and domestic delicacies.
PENN FRUIT'S GARDEN & HOME CENTER—Everything for your garden and out-door living.
SLENDERELLA INTERNATIONAL—The World's leading "slenderizing" system.
LEVITTOWN TAVERN—Where you can relax in comfort and enjoy real draught beer—Huge refrigerated "take home" department.
SEARS, ROEBUCK & CO.—known internationally for "satisfaction guaranteed or your money back." Retail and catalog departments.
A. S. BECK SHOES—where shoe styles for men and women make their debut.
BEN FRANKLIN SHOE REPAIR—expert shoe repairing, while-you-wait service and shoe shining and dyeing.
F. W. WOOLWORTH CO.—outstanding variety store with self-service for fastest shopping.

YARDS—a fine store with a 100-year reputation of selling nice things. A specialized department store for the entire family.

FOOD FAIR . . . America's fastest growing chain—where you serve yourself. The best . . . pay less.

CENTRAL RECORD STORE — a haven for the record enthusiast — jazz to the classics, phonographs, TV and radios.

THE HITCHING POST—Country style clothes for him and her.

WYMAN SHOES — nationally famous shoes. Florsheim, Red Cross, Edwards Shoes for children, corrective fittings.

MAYFLOWER SHOPS—featuring cotton garments for women where you must be satisfied or your money back.

WILBUR-ROGERS—fashions at a price for women and children.

LITTMAN'S JEWELERS—diamonds, watches, silver, china, gifts and expert watch repair.

FATHER & SON SHOES—shoes for son and dad at prices that have won fame everywhere.

JOY HOSIERY SHOPS—lingerie and sportswear a specialty, with trained advisors on foundation garments.

DIAL SHOES—where you'll find a variety of women's and children's shoes at low, low prices.

LEEDS CLEANERS—distinctive dry cleaning and shirt laundering service.

MALLY'S ARROW SHIRTS—headquarters for famous brand name men's and boys' wear—a real style shop.

M. L. ATLAS SHOES—children's shoe specialists—the store of individual attention.

LOBEL'S YOUTH CENTER—a child's wonderland of clothing and accessories for infants to teenagers.

J. C. PENNEY CO.—Your department store dedicated to people who live simply, but well.

DUVAL SHOES—shoes for the entire family, where your fit is guaranteed. Nationally advertised brands — Red Goose . . . Vitality.

KRESGE'S—a famous name on business streets all over America —the store of complete variety.

POMEROY'S—your complete department store a Pennsylvania institution since 1876 — largest between Newark and Philadelphia.

LERNER SHOPS—high fashion ready-to-wear at low prices for women and children.

W. T. GRANT, CO.—a junior department store with merchandise for the entire family.

LARMON CAMERA SHOP—a haven for the shutterbug, amateur and professional. Quick developing service.



OPEN' TIL 9*

3 NITES EVERY WEEK

Mon.-Thurs.-Fri.

Other Days 'Til 5:30

*Meenan Oil and most food, restaurants and service shops open every nite.

Where Route 13 crosses Levittown Parkway
Levittown SHOP-A-RAMA

